



BANGALORE UNIVERSITY
BACHELOR OF HOTEL MANAGEMENT

5th - 8th Semester Syllabus for
BHM 2021 Onward



DEPARTMENT OF COMMERCE
BANGALORE UNIVERSITY
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REGULATIONS BACHELOR OF HOTEL MANAGEMENT

PREFACE

Education is fundamental for achieving full human potential, developing an equitable and novel society, and promoting national development. Providing access to quality education is the key to India's continued ascent, and leadership on the global stage in terms of economic growth, social justice and equality, scientific advancement, national integration, and cultural preservation. Universal high-quality education is the best way forward for developing and maximizing our country's rich talents and resources for the good of the individual, the society, the country, and the world. India will have the highest population of young people in the world over the next decade, and our ability to provide high-quality educational opportunities to them will determine the future of our country.

The world is undergoing rapid changes in the knowledge landscape. With various dramatic scientific and technological advances, such as the rise of big data, machine learning, and artificial intelligence, many unskilled jobs worldwide may be taken over by machines, while the need for a skilled workforce, particularly involving multidisciplinary abilities across the sciences, social sciences, and humanities, will be increasingly in greater demand. With climate change, increasing population, and depleting natural resources, there will be a sizeable shift in how we meet the need for garment resulting in the need of new skilled labour. As India moves towards becoming a developed country as well as among the three largest economies in the world, we need to upskill our younger workforce with relevant skills to employ them to benefit societies.

With the quickly changing employment landscape and global ecosystem, it is becoming increasingly critical that children not only learn, but more importantly learn how to learn. Education thus, must move towards less content, and more towards learning about how to think critically and solve problems with sustainable principles in their respective domains.

Hospitality management is a career path that typically falls under the hotels, resorts, and lodging industry. It involves overseeing the daily administrative, operational and commercial tasks of businesses like hotels, resorts, restaurants, catering establishments, shops, casinos, amusement parks and many other related businesses. From the big hotel chains to the smallest dining establishments, they are all part of the hospitality industry.

Proposing and developing a curriculum for Hotel Management is unique in several ways. The designed curriculum in Hotel Management program attributes to change the age-old paradigms in learning and utilizing knowledge. The proposed curricular framework designed by the subject expert committee was headed by eminent academicians in the field of Hospitality Management.

The valuable support from the subject experts from various reputed universities and institutions has helped to draft and prepare the framework to implement the New Education Policy for the benefit of the students in the field of Hospitality.

We take this opportunity to thank the authorities of Bangalore University for giving us this opportunity to be a part of framing and implementation of the curriculum for Hotel Management under National Education Policy 2020 on behalf of the University.

PREAMBLE

The Curriculum designed in trajectory with National Education Policy 2020 guidelines aims to provide a framework for understanding the hospitality industry by sensitizing students to the conceptual, visual, and perceptual process. The framed syllabus and the course policy are learner-centric with varying levels of skills in each academic year. Program structure and selected courses give diverse choices of subjects in tune with the changing trends in hospitality and tourism industries.

The Indian hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Considering this growth in the coming years, the industry needs professionals with in-depth knowledge & skills having the ability to bring in significant changes. Therefore, the Hotel Management course curriculum is designed to create market-ready professionals with upgraded, updated, and creative operational and managerial capabilities. As envisioned in the National Education Policy 2020 the syllabus offers holistic education and all-round development in undergraduate studies under Choice Based System, the main objective of 'Hospitality Studies' is to articulate the students about the fundamentals of Hospitality services. Hospitality, as a profession, includes the entire process of guest service relevant to all the stages of a guest cycle. This course will provide an overview of Hospitality operations and management and elaborate on different aspects like culinary, guest service management, Food and beverage service, Housekeeping, Tourism, Guest behaviors, Sustainability, and allied subjects.

Subject experts teaching post-graduate and under-graduate courses from various universities and colleges were instrumental in framing this new curriculum and sustainable education with regional, national, and global competitive knowledge in addition to best employable skills. The course curriculum presented in the following pages conforms to the general guidelines of the NEP 2020 scheme, semester schedule, evaluation criteria and course credit structure of the Hotel Management Program.

REGULATIONS PERTAINING TO BACHELORS OF HOTEL MANAGEMENT
According to NEP 2020

I. PROGRAM OUTCOMES

Upon successful completion of Hotel Management Course, the student should be able to:

PO 1: Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community, and industry.

PO 2: Apply the concepts and skills necessary to achieve guest satisfaction.

PO 3: Demonstrate leadership and teamwork to achieve common goals.

PO 4: Conduct him/herself in a professional and ethical manner, and practice industry-defined work ethics.

PO 5: Communicate effectively and confidently in the classroom, community and industry.

PO 6: Demonstrate knowledge of multicultural perspectives to meet the needs of the guests and employees.

PO 7: Lead with the knowledge that the foundation of hospitality and tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place. **PO 8:** Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.

PO 9: Demonstrate ability to perform basic, supervisory and managerial level job functions in hotel, restaurant and tourism careers.

PO 10: Evaluate diversity and ethical considerations relevant to the hospitality industry.

II. GRADUATE ATTRIBUTES

The graduate attributes are the outline of the expected course learning outcomes mentioned in the beginning of each course. The characteristic attributes that a graduate will be able to demonstrate through learning various courses which are listed below:

✓ **Disciplinary Knowledge**

Capability of executing comprehensive knowledge and understanding of one or more disciplines that form part of Hospitality and Tourism Management.

✓ **Communication Skills**

i. Ability to communicate long standing, unsolved problems related to Hospitality and Tourism. ii. Ability to show the importance of Hospitality and Tourism as precursor to various market Developments.

✓ **Critical Thinking**

i. Ability to engage in reflective and independent thinking by understanding the concepts in every area of Hospitality and Tourism Business; ii. Ability to examine the results and apply them to various problems appearing in different branches of Hospitality and Tourism Business.

✓ **Problem solving**

i. Capability to reduce a business problem and apply the classroom learning into practice to offer solution for the same;

ii. Capabilities to analyze and synthesize data and derive inferences for valid conclusion; iii. Able to comprehend solutions to sustain problems originating in the diverse management areas such as Finance, Marketing, Human Resource, Taxation within the Hospitality and Tourism Industry.

✓ **Research Related Skills**

- i. Ability to search for. Locate, extract, organize, evaluate, and use or present information that is relevant to a particular topic
- ii. Ability to identify the developments in various branches of Hospitality and Tourism Management and Business

✓ **Information and Communication Technology (ICT) digital literacy**

Capability to use various ICT tools (like spreadsheet) for exploring, analysis, and utilizing the information for business purposes.

✓ **Self-directed Learning**

Capability to work independently in diverse projects and ensure detailed study of various facets Hospitality and Tourism

✓ **Moral and Ethical Awareness/Reasoning**

- i. Ability to ascertain unethical behaviour, falsification, and manipulation of information; ii. Ability to manage self and various social systems.

✓ **Life-long learning**

Capability of self-paced and self-directed learning aimed at personal development and for improving knowledge/skill development and reskilling in all areas of Hospitality and Tourism Management.

III. ELIGIBILITY FOR ADMISSION:

A candidate who has passed two years Pre-University Examination conducted by the Pre-University Education Board in the State of Karnataka or any other examination considered as equivalent thereto shall be eligible for admission to these Programs.

IV. DURATION OF PROGRAMS, CREDITS REQUIREMENTS AND OPTIONS

The four-year multidisciplinary Hotel Management programme should provide the opportunity to experience the full range of holistic and multidisciplinary education, focusing on major and minor subjects as per the student's preference.

Thus, the undergraduate programmes shall extend over four academic years (Eight Semesters) The successful completion of Four Years undergraduate Programmes would lead to a degree of Bachelors of Hotel Management

The credit requirements are as follows.

Exit with	Minimum Credit Requirement*	NSQF Level
Bachelor of Hotel Management at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Hotel Management Program	180	8

V. MEDIUM OF INSTRUCTION

The medium of instructions shall be English only (Except for Language subjects)

VI. ATTENDANCE

A student shall be considered to have satisfied the requirement of attendance for semester, if he/she has attended not less than 75% in aggregate of the number of work periods in each of the courses compulsorily. A student who fails to satisfy the above condition shall not be permitted to take the University examination.

VII. TEACHING AND EVALUATION

Graduates, Post Graduates with Hospitality or Culinary as their specialization from recognized university are only eligible to teach and to evaluate the Courses mentioned in this regulation. Languages and additional courses shall be taught by subject experts as recognized by the respective Board of Studies.

VIII. RECORD MAINTENANCE AND SUBMISSION

- Every college is required to establish a laboratory for gaining practical aspects of all core hospitality subjects. In addition, an Innovative business lab / computer lab should be established to enable students to get practical knowledge of hospitality business activities and online learning.
- In every semester, the student should keep a record of the activities conducted in the laboratories and submit it to the concerned faculty.

IX. PRACTICAL TRAINING AND PROJECT REPORTS:

Industrial Training:

The course being a professional course, the students are required to undergo an Industrial Training in the 6th Semester if they wish to opt for a UG Degree in Hotel Management.

The objective of the training is to expose the students to the core areas of a star hotel (4 star and above) specially to gain operational and managerial skills required to effectively manage a hotel. The minimum duration of the training is 22 Weeks.

X. GUIDELINES FOR CONTINUOUS INTERNAL EVALUATION (CIE) AND SEMESTER END EXAMINATION (SEE)

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 marks irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

SL No	Parameters for Evaluation	Marks
	Continuous Internal Evaluation (CIE)	
A	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B	Mid Semester Exam (MSE)	20 Marks
	Total of CIE	40 Marks
C	Semester End Examination (SEE)	60 Marks
	Total of CIE & SEE	100 Marks

A. Continuous & Comprehensive Evaluation (CCE):

The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. The faculty member can select any four of the following assessment methods, Minimum of four of the following assessment methods of 5 marks each:

Individual Assignments	Practical activities/Problem Solving Exercises
Seminars/Classroom Presentations/Quizzes	Mini Projects/Capstone Projects
Group / Class Discussion/ Group Assignments	Participation in Research activities, etc.
Case studies/Case lets / Field visits	Any other academic activity.
Participatory & Industry-Integrated Learning	Practical activities/Problem Solving Exercises

B. Mid Semester Exam (MSE):

The MSE will carry a maximum of 20% weightage (20 Marks) of total marks of a course, under this component, a test will have to be conducted after 50% of the completion of the syllabus in each subject.

XI. PATTERN OF QUESTION PAPER A. Mid Semester Exams

Sections	Question Type	Mid Semester Exam
SECTION A 1. a, b, c, d, e, f	(Factual Questions) Answer any FOUR out of six Sub-questions	4 X 1 = 04 Marks
SECTION B 2, 3, 4	(Application based Questions) Answer any TWO out of three questions	2 X 3 = 06 Marks
SECTION C 5, 6	(Analytical Questions) Answer any ONE out of two questions	1 X 10 = 10 Marks
TOTAL		20 Marks

B. Semester End Exams

Sections	Question Type	Semester End Exam
SECTION A 1. a, b, c, d, e, f, g	(Factual Questions) Answer any FIVE out of seven Sub-questions	5 X 2 = 10 Marks
SECTION B 2, 3, 4, 5, 6, 7	(Application based Questions) Answer any FOUR out of five questions	4 X 5 = 20 Marks
SECTION C 8, 9, 10, 11, 12	(Analytical Questions) Answer any THREE out of five questions	3 X 10 = 30 Marks
TOTAL		60 Marks

XII. APPEARANCE FOR THE EXAMINATION

A Candidate shall be considered to have appeared for the examination only if he/she has submitted the prescribed application for the examination along with the required fees to the university.

Course Structure

Sem No.	Course Category	Course Code	Course Title	Credits Assigned	Instructional hours per week	Duration of Exam (Hrs.)	Exam/ Evaluation Pattern (Marks)		
					L+T+P		IA	Exam	Total
V	DSC	BHM-FBP 5T	Food & Beverage Production V Theory	3	4+0+0	2.5	40	60	100
		BHM-FBP 5P	Food & Beverage Production V Practical	2	0+0+4	4	25	25	50
		BHM-FBS 5T	Food & Beverage Service V Theory	3	4+0+0	2.5	40	60	100
		BHM-FBS 4P	Food & Beverage Service IV Practical	2	0+0+4	4	25	25	50
		BHM-AO 5T	Accommodation Operations V Theory	3	4+0+0	2.5	40	60	100
		BHM-AO 3P	Accommodation Operations III Practical	2	0+0+4	4	25	25	50
	DSE	BHM E1-T (Anyone to be chosen)	A. Hotel Interior Decorations B. Food and Nutrition	3	4+0+0	2.5	40	60	100
	Vocational	HM V1-T (Anyone to be chosen)	A. Culinary Arts B. Food & Wine Art	3	3+0+2	2.5	40	60	100
	SEC	SEC	Cyber Security or Employability Skills	3	2+0+2	1.5	40	60	100
Total				24			315	435	750

NOTE : Employability skills should be taught by commerce faculty and it has been approved by BOS.

Sem. No.	Course Category	Course Code	Course Title	Credits Assigned	Duration	Exam/ Evaluation Pattern (Marks)		
						IA	Viva	Total
VI	DSC	BHM - IT	Industrial Training	22	22 Weeks (Report & Viva)	250	250	500

Sem. No.	Course Category	Course Code	Course Title	Credits Assigned	Instructional hours per week		Duration of Exam (Hrs.)	Exam/ Evaluation Pattern (Marks)		
					Theory	Practical		IA	Exam	Total
VII	DSC	HM C27-T	Food and Beverage Management - Theory	3	4		2.5	40	60	100
		HM C28-P	Food and Beverage Management - Practical	2		4	4	25	25	50
		HM C29-T	Accommodation Management - Theory	3	4		2.5	40	60	100
		HM C30-P	Accommodation Management - Practical	2		4	4	25	25	50
		HM – RM	Research Methodology	3	3		2.5	40	60	100
	DSE	HM E2-T	Marketing for Hospitality Services	3	3		2.5	40	60	100
	Vocational	HM V2-T	Design Thinking & Innovation	3	3		2.5	40	60	100
	Total			19				250	350	600
VIII	DSC	HM C31-T	Strategic Management for Hospitality & Tourism	3	3		2.5	40	60	100
		HM - EDP	Entrepreneurship Development Project	8	16	Project Report & Viva		50	150	200
	DSE	HM E3-T	Entrepreneurship development in Hospitality	3	3		2.5	40	60	100
	Vocational	HM V3-T	Customer Relationship Management (CRM)	3	3		2.5	40	60	100
	Total			17				170	330	500

5th SEMESTER

Program Name	BHM	Semester	V
Course Title	Food & Beverage Production V Theory		
Course Code:	BHM - FBP 5T	No.of Credits	3
Contact hours	40 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite (s): Basic Knowledge of Food & Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1.Explain the fundamental concepts Kitchen Management CO 2. Elaborate on the role of Food Preservation and Food Standards CO 3. Elucidate on western plated food styles and concepts of health foods			
Contents			Hrs.
MODULE-1: KITCHEN PLANNING AND LAYUOT 1.1 Kitchen layout, sections, and functions of each outlet. 1.2 Production workflow, planning of kitchen area 1.3 Layout of a large quantity kitchen and satellite kitchen 1.4 Purchasing, types, procedures, principles, requisition, ordering, receiving, storing, issuing, standard purchase specifications and forms and formats. 1.5 Layout of storage area, Storage of food material- Dry storage and Cold storage. Temperatures for storing perishables and non-perishables			9
MODULE- 2: FOOD NUTRITION AND PRESERVATION 2.1 Types of Nutrients 2.2 Balanced Diet and Nutritional Analysis 2.3 Method of Food Preservation 2.4 Physical and Chemical Agents in Food Preservation 2.5 Common Adulterants in Food			8
MODULE- 3: FOOD STANDARDS 3.1 Importance of WHO standards, Voluntary and Compulsory standards 3.2Relevance of HACCP in Food Production 3.3 Function and role of FSSAI 3.4 Classification of Food preservatives			7
MODULE- 4: CATERING MANAGEMENT & QUANTITY FOOD MANAGEMENT 4.1 Introduction to Catering Management 4.2 Types of Institutional and Industrial Catering 4.3 Problems Associated with Catering 4.4 The Concepts of Plate Presentation 4.5 Merging of Flavors, Shapes, and Textures on the Plate			8
MODULE- 5: QUANTITY FOOD MANAGEMENT 5.1Mass Cooking – Banquets, Hostels, Hospitals, Industrial units 5.2 Scope in Growth in Catering and Cloud Kitchen management 5.3 Characteristics of Railway, Roadway, Cruise, and Airline Catering Management 5.4 Principles of Planning for Quantity Food Production with Regards to Availability of Products 5.5 Emerging Trends in Food presentation			8

Pedagogy:Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>a. International Cuisine & Food Production Management by Parvinder S. Bali</p> <p>b. Practical Professional Cookery by Cracknell and Kaufmann</p> <p>c. International Cuisine by Jeremy MacVeigh</p> <p>d. Hygiene and Sanitation by S. Roday</p> <p>e. Global Cuisine by Dr Chef Vinoth Kumar</p> <p>f. Food: A Culinary History by Jean-Louis Flandrin</p> <p>Online Resources</p> <p>a. Culinary Dictionary Index Link: https://whatscookingamerica.net/glossary/</p> <p>b. The Cook's Thesaurus Link: http://www.foodsubs.com</p> <p>c. Real Food Encyclopedia Link: https://foodprint.org/eating-sustainably/real-food-encyclopedia/</p> <p>Note: Any other Latest Edition of reference/textbooks can be included.</p>

Course Title	Food & Beverage Production V Practical	Practical Credits	2
Course Code	BHM-FBP 5P	Contact hours	48 Hours
Formative Assessment	25Marks	Summative Assessment	25Marks
Practical Content			
<p>WEEK 1: Four course menu based on Lebanese Cuisine</p> <p>WEEK 2: Four course menu based on French Cuisine</p> <p>WEEK 3: Four course menu based on Japanese Cuisine</p> <p>WEEK 4: Four course menu based on Chinese Cuisine</p> <p>WEEK 5: Four course menu based on Sri Lankan Cuisine</p> <p>WEEK 6: Four course menu based on Mediterranean Cuisine</p> <p>WEEK 7: Four course menu based on Caribbean Cuisine</p> <p>WEEK 8: Four course menu based on Moroccan Cuisine</p> <p>WEEK 9: Four course menu based on Spanish Cuisine</p> <p>WEEK 10: Four course menu based on Middle eastern Cuisine</p> <p>WEEK 11: Four course menu based on Afghani Cuisine</p> <p>WEEK 12: Four course menu based on Korean Cuisine</p>			

Pedagogy: Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References

- a. International Cuisine & Food Production Management by Parvinder S. Bali
- b. Practical Professional Cookery by Cracknell and Kaufmann
- c. International Cuisine by Jeremy MacVeigh
- d. Global Cuisine by Dr Chef Vinoth Kumar

Online Resources

- a. Culinary Dictionary Index

Link: <https://whatscookingamerica.net/glossary>

- b. The Cook's Thesaurus **Link:**

<http://www.foodsubs.com>

Note: Any other Latest Edition of reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Food & Beverage Service V Theory		
Course Code:	BHM-FBS 5T	No.of Credits	3
Contact hours	40 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Describe the specialized service technique procedures CO 2. Elaborate on the relevance of F&B in events CO 3. Elucidate on the basics of F&B Supervision CO 4. Explain the financial aspects of F&B Business			
Contents			Hrs.
MODULE- 1: ENHANCED SERVICE TECHNIQUES- I 1.1 Introduction to Carving, Jointing, and filleting 1.2 Flambe Lamps, Suzette pans and hot plates 1.3 Hors d'oeuvres and other starters 1.4 Salads and Dressings			8
MODULE- 2: ENHANCED SERVICE TECHNIQUES - II 2.1 Hot fish Dishes 2.2 Steaks and Meat dishes 2.3 Poultry & Game 2.4 Desserts and Fresh Fruits			8
MODULE3: F&B ASPECTS OF EVENT MANAGEMENT 3.1 Types of Hospitality Events 3.2 Event Service Staff Roles 3.3 Event Administration 3.4 Event Organization 3.5 Weddings 3.6 Outdoor Catering			9
MODULE4: SUPERVISORY ASPECTS OF FOOD & BEVERAGE SERVICE 4.1 Legal Considerations 4.2 Sales Promotion 4.3 Customer Relations 4.4 Staffing Levels, staff organizations and training 4.5 Performance analysis			7
MODULE5: FINANCIAL ASPECTS OF FOOD & BEVERAGE SERVICE 5.1 Food & Beverage Pricing 5.2 Food & Beverage Revenue Control 5.3 Beverage Control 5.4 F&B Business Financial Controls 5.5 F&B Forecasting 5.6 Safeguarding financial information			8

Pedagogy:Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>a. Food & Beverage Service Training Manual by Sudhir Andrews b. Food & Beverage Service by R Singaravelan c. The Steward by Peter Diaz d. Food & Beverage Service by Anil Sagar e. The World Atlas of Coffee by James Hoffman f. Finance and accounting in F&B by Rob Van Ginneken</p> <p>a. 7 Steps for Quick and Easy Menu Planning Link:https://www.unlockfood.ca/en/Articles/Menu-Planning/7-Steps-for-Quick-and-Easy-Menu-Planning.aspx</p> <p>b. The role of a Butler Link:https://hoteltalk.app/the-role-of-a-butler/</p> <p>c. Sustainability is Critical in Food and Beverage Manufacturing Link:https://foodsafetytech.com/column/8-reasons-sustainability-is-critical-in-food-and-beveragemanufacturing/</p> <p>Note: Any other Latest Edition of reference/textbooks can be included.</p>

Course Title	Food & Beverage Service IV Practical	Practical Credits	2
Course Code	BHM-FBS 4P	Contact hours	48 Hours
Formative Assessment	25Marks	Summative Assessment	25Marks

Practical Content

WEEK 1: Gueridon Service – Hors d’oeuvres and other starters

WEEK 2: Event Management – Theme Lunch / Dinner

WEEK 3: Gueridon Service – Salads and Dressings **WEEK**

WEEK 4: Gueridon Service – Hot fish Dishes

WEEK 5: Event Management – Theme Lunch / Dinner

WEEK 6: Gueridon Service – Steaks

WEEK 7: Gueridon Service –Meat Dishes

WEEK 8: Gueridon Service – Poultry and Game

WEEK 9: Gueridon Service –Sweet Dishes and Fresh Fruits

WEEK 10: Event Management – Theme Lunch / Dinner

WEEK 11: F&B Analytics – Sales Forecasting

WEEK 12: Event Management – Theme Lunch / Dinner

Pedagogy:Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/Type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References

- a. Food & Beverage Service Training Manual- By Sudhir Andrews
- b. Food & Beverage Service By R Singaravelan
- c. The Steward By Peter Diaz
- d. Food & Beverage Service By Anil Sagar
- e. The World Atlas of Coffee – James Hoffman

Online Resources

- a. 7 Steps for Quick and Easy Menu Planning

Link:<https://www.unlockfood.ca/en/Articles/Menu-Planning/7-Steps-for-Quick-and-Easy-Menu-Planning.aspx>

- b. The role of a Butler

Link:<https://hoteltalk.app/the-role-of-a-butler/>

- c. Sustainability is Critical in Food and Beverage Manufacturing

Link:<https://foodsafetytech.com/column/8-reasons-sustainability-is-critical-in-food-and-beveragemanufacturing/>

Note: Any other Latest Edition of reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Accommodation Operations V Theory		
Course Code:	BHM-AO 5T	No.of Credits	3
Contact hours	40 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to:			
CO 1. Elaborate the fundamental concepts of yield management and forecasting			
CO 2. Demonstrate the basic computer application skills necessary for hotels			
CO 3. Apply the principles of ergonomics in hotel operations			
CO 4. Elucidate on the primary and secondary operations during the pre-launch stage of a hotel			
Contents			Hrs.
MODULE-1: YIELD MANAGEMENT			
1.1 Introduction and Benefits of Yield Management			
1.2 Elements of Yield Management			
1.3 Measuring Yield Management			
1.4 Challenges in Yield Management			8
MODULE-2: FORECASTING			
2.1 Importance of Demand Forecasting			
2.2 Forecasting and its applications			
2.3 Forecasting techniques and its benefits			7
MODULE- 3: COMPUTER APPLICATIONS IN HOTELS			
3.1 Role of Digital Technology in Hotels – AI & ML			
3.2 Selecting and Installing Computer Systems & Networks			
3.3 MIS Design and Function			
3.4 UI & UX of Property Management Systems			
3.5 Food & Beverage Management Applications			9
MODULE- 4: HOTEL ERGONOMICS			
4.1 Meaning and Introduction to ergonomics			
4.2 Principles of Ergonomics			
4.3 Significance and need of ergonomics in Housekeeping			
4.4 New Scientific Techniques in Ergonomics			8
MODULE- 5: HOTEL ERGONOMICS			
5.1 Analysis of risk Factors in Housekeeping			
5.2 Mitigation of risks in Housekeeping			
5.3 Housekeeping and Workplace Productivity			
5.5 Housekeeping Hazards and Control Measures			
5.6 Sustainable Housekeeping with Eco-practices			8

Pedagogy:Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>FormativeAssessmentasperNEPguidelinesarecompulsory</i>	

References
<p>a. Managing Front Office Operations – Michael L Kasavanna& Richard M.Brooks b. Front Office Operations and Management - Jatashankar R. Tiwari c. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley d. Hotels for Tourism Development – Dr. Jagmohan Negi e. Housekeeping Operations, Design and Management by Malini Singh, Jaya B George f. Hotel Housekeeping by Smriti Raghubalan g. Housekeeping Management by Matt A. Casado</p> <p>Online Resources a. The Road Back: Ensuring Housekeeping Operations Meet Renewed Expectations Link: https://lodgingmagazine.com/the-road-back-ensuring-housekeeping-operations-meet-renewed-expectations/ b. Technology takes on a growing role in housekeeping departments Link: https://www.hoteliermagazine.com/technology-takes-on-a-growing-role-in-housekeeping-departments/ c. 100 Hotel Trends You Need to Watch in 2023 & Beyond Link: https://hoteltechreport.com/news/100-hotel-trends</p> <p>Note: Any other relevant reference/textbooks can be included.</p>

Course Title	Accommodation Operations III Practical		Practical Credits	2
Course Code	BHM-AO 3P		Contact hours	48 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks	
Practical Content				
<p>WEEK 1: Yield Management Calculations - Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage</p> <p>WEEK 2: Yield Management Calculations - Rate Spread, Potential Average Rate, Room Rate Achievement Factor</p> <p>WEEK3: Yield Management Calculations –Yield Statistics, Identical Yield Occupancy, Equivalent Occupancy</p> <p>WEEK 4: Demand Forecasting – Seasonal Forecasting Technique, Revenue Run Rate</p> <p>WEEK 5: Demand Forecasting – Historical Growth Rate, Moving Average</p> <p>WEEK 6: Reporting Yields and Forecasts – Graphical Representations</p> <p>WEEK 7: UI / UX Designing – Designing a Hotel Website / Application</p> <p>WEEK 8: Calculating Housekeeping Staff Strength</p> <p>WEEK 9: Historical Budget Calculation in Housekeeping</p> <p>WEEK 10: Planning Duty Rosters and Par Stocks</p> <p>WEEK 11: Calculating Housekeeping Budgets</p> <p>WEEK 12: Complaint Handling in Accommodation Sector</p>				

Pedagogy: Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25Marks
<i>Formative Assessment as per NEP guidelines are Compulsory</i>	

References

- a. Front Office Operations and Management - Jatashankar R. Tiwari
- b. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley
- c. Hotels for Tourism Development – Dr. Jagmohan Negi
- d. Hotel Housekeeping by Smriti Raghubalan
- e. Housekeeping Management by Matt A. Casado

Online Resources

- a. The Road Back: Ensuring Housekeeping Operations Meet Renewed Expectations

Link: <https://lodgingmagazine.com/the-road-back-ensuring-housekeeping-operations-meet-renewedexpectations/>

- b. Technology takes on a growing role in housekeeping departments

Link: <https://www.hoteliernmagazine.com/technology-takes-on-a-growing-role-in-housekeeping-departments/>

Note: Any other relevant reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Hotel Interior Decorations		
Course Code:	BHM E1-TA	No.of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Hotel Housekeeping			
<p>Course Outcomes (COs): After the successful completion of the course, the student will be able to:</p> <p>CO 1. Explain the basic concepts of design</p> <p>CO 2. Elaborate on the principles and elements of design</p> <p>CO 3. Design layouts of Rooms, Restaurants, Lobby, and other guest areas of a hotel</p> <p>CO 4. Illustrate on colour wheels and colour combinations</p> <p>CO 5. Explain various types of lighting</p> <p>CO 6. Elucidate on different types of walls, furnishes and furniture</p>			
Contents			Hrs.
<p>MODULE-1:INTRODUCTION TO INTERIOR DECORATION</p> <p>1.1 Introduction</p> <p>1.2 Definition & Meaning of Interior decoration</p> <p>1.3 Types of Design</p> <p>1.4 Elements of Interior Design</p> <p>1.5 Principles of Interior Design</p> <p>1.6 Colours, Colour wheel & Colour schemes</p> <p>1.7 Application of Colour schemes (Drawing layout of room & giving colour schemes)</p>			10
<p>MODULE- 2: FURNITURE AND FURNISHING</p> <p>2.1 Introduction</p> <p>2.2 Types of Furniture</p> <p>2.3 Types of furniture Joints</p> <p>2.4 Principles of furniture arrangement</p> <p>2.5 Introduction to Soft Furnishings</p> <p>2.6 Types of furnishings</p> <p>2.7 Care and use of Furnishings</p> <p>2.8 Basics of Textiles (yarn, weaves and its classification)</p>			10
<p>MODULE- 3: WALL COVERINGS</p> <p>3.1 Introduction to Wall coverings</p> <p>3.2 Types – Paints, fabric, wood, plastic, tiles, wall paper</p> <p>3.3 Selection of wall coverings</p> <p>3.4 Care of wall coverings</p>			8
<p>MODULE- 4: WALL WINDOW DESIGNING</p> <p>4.1 Types of Windows – (10 types in brief)</p> <p>Window treatment</p> <p>Stiff - blinds, shutters, shades, screens</p> <p>Soft - curtains, swags, valances</p>			8

MODULE- 5: FLOOR COVERINGS 5.1 Types of floor finishes: Hard – granite, marble, tile Semi hard – rubber linoleum, cork, wood, Soft-carpet and types of carpets, rugs, dhurries 5.2 Selection, advantages, disadvantages, care and cleaning of floor finishes	9
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Pedagogy:Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Hotel Housekeeping – Operations and Management, G.Raghubalan and Smritee Raghubalan, 2. The Professional Housekeeper by Schneider, Tucker and Scoviak 3. Housekeeping Operations, Design and Management by Malini Singh and Jaya B George 4. Interior Design and Decoration by P. Seetharaman and ParveenPannu 5. Theory and Practices of Professional Housekeeping by Ms.SMODULEa Srinivasan <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM	Semester	V
Course Title	Food & Nutrition		
Course Code:	HM E1-TB	No.of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Facilities management			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. To know the food and food acceptance CO 2. To know about various micro and macro nutrients and their functions CO 3. To analyze the food choice, preparation and preservation CO 4. To study about the process of food selection and preparation CO 5. To learn about the convenience foods			
Contents			Hrs.
MODULE 1 – FOOD GROUPS, NUTRIENTS AND THEIR FUNCTIONS 1.1 Food and Food Acceptance 1.2 Functions of Food 1.3 Macro nutrients and their functions 1.4 Micro nutrients and their functions 1.5 Basic Food Groups			10
MODULE 2 - FOOD CHOICE, PREPARATION AND PRESERVATION 2.1 Let us choose the right food 2.2 How healthy are our Meal patterns 2.3 Let us ensure taste and nutrient retention 2.4 Let us make food safe to eat 2.5 Let us preserve food			8
MODULE 3 – PROCESS OF FOOD SELECTION AND PREPARATION – I 3.1 Selection , Preparation and Nutritive Value of Cereals and Millets 3.2 Selection of Fats and Oils and their Nutritive Value 3.3 Selection and Preparation of Sugar and Jaggery & their Nutritive Value 3.4 Selection and Preparation, Nutritive Value of Pulses, Nuts & Oil Seeds			9
MODULE 4 – PROCESS OF FOOD SELECTION AND PREPARATION – II 4.1 Selection and Preparation ,Nutritive Value of Milk and Milk Products 4.2 Selection, Preparation And Nutritive Value of Eggs and Flesh Foods 4.3 Selection , Preparation and Nutritive Value of Vegetables 4.4 Selection of Fruits and their Nutritive Value			8
MODULE 5 – PROCESS OF FOOD SELECTION AND PREPARATION – III 5.1 Spices, Condiments and Salt, Selection , Preparation and Nutritive Value of 5.2 Beverages. Convenience Foods			10

Formative Assessment for-Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ul style="list-style-type: none">a. Food Nutrition and Health by Clydesdale Fergus Mb. Encyclopaedia of Food Nutrition Dietetics & Health by Bhavana Sabarwalc. Food, Nutrition and Health by Beena Mathurd. Principles of food sanitation - Marriott hotelse. Essentials of food safety and sanitation - David M S Swane, Nancy R Rue, Richard Linton <p>Note: Any other Latest Edition of reference/textbooks can be included.</p>

Program Name	BHM	Semester	V
Course Title	Culinary Arts		
Course Code:	HM V1-TA	No.of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Food and Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. To summarize the students with the techniques and skills used for Quantitative production. CO 2. To Gain insight knowledge on Culinary Arts. CO 3. To Hone skills on Food plating techniques.			
Contents			Hrs.
MODULE – I FOOD PLATING AND PRESENTATION 1.1 Introduction 1.2 Types of Food Plating 1.3 Techniques used in Food Plating 1.4 Components of Food Plating 1.5 Uses and importance of Food Plating			7
MODULE – 2 CARVING 2.1 Introduction 2.2 Types 2.3 Components 2.4 Importance & Uses			9
MODULE – 3 SUGAR 3.1 Introduction 3.2 Types of Sugar 3.3 Sugar Craft 3.4 Techniques in Sugar 3.5 Uses and Importance			9
MODULE – 4 FOOD COSTING 4.1 Introduction 4.2 Factor affecting food cost 4.3 Calculation of Food cost 4.4 Formula 4.5 Food Cost Percentage			9
MODULE – 5 FOOD TRAILS 5.1 Menu Planning & Compiling 5.2 Components of Trade test 5.3 Time Management 5.4 Culinary Terminology 5.5 Accompaniments & Garnishes			11

Pedagogy:**Lecture / Presentation**

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ul style="list-style-type: none"> a. International Cuisine & Food Production Management by Parvinder S. Bali b. International Cuisine by Jeremy MacVeigh c. Global Cuisine by Dr Chef Vinoth Kumar <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM	Semester	V
Course Title	Food and Wine Art		
Course Code:	HM V1-TB	No.of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Food and Wine			
Course Outcomes (COs): After the successful completion of the course, the student will be able to:			
CO 1. Analyze the role of food and wines in the modern culinary world			
CO 2. Evaluate the global importance of Wines			
CO 3. Explain the food presentation and styling techniques			
CO 4. Elaborate on the major food and wine trends			
Contents			Hrs.
MODULE 1 – INTRODUCTION TO CULINARY ARTS			
1.1 Introduction to Culinary & Wine			
1.2 Culinary skills and art			
1.3 Understanding food commodities			
1.4 Indian cuisine – understanding different culture of food (Taste, Flavour, texture)			7
MODULE 2 – WORLD OF WINES – PART 1			
2.1 Manufacturing trend in wine			
2.2 Indian wine manufacturer			
2.3 Wine recognition skills			
2.4 Wine serving skills			
2.5 Wine serving trends			9
MODULE 3 – WORLD OF WINES – PART 2			
3.1 Wine storing methods			
3.2 Food & wine costing			
3.3 Food & wine safety			
3.4 Food and wine menu design			8
MODULE 4 – FOOD PRESENTATION AND STYLING			
4.1 Techniques and rules of food presentation/ plating			
4.2 Visual effect and analysis of plating			
4.3 Techniques and rules of wine presentation			
4.4 Visual effect and analysis of wine serving			8

MODULE 5 – FOOD AND WINE TRENDS	
5.1 Food and wine pairings skills	
5.2 Baking skills and art	
5.3 Menu engineering	
5.4 Gastronomy trend in the world	8

Pedagogy: **Lecture / Presentation**

Formative Assessment for Theory	
Assessment Occasion/Type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Global Cuisine by Dr Chef Vinoth Kumar 2. Food: A Culinary History by Jean-Louis Flandrin 3. Food and Wine Pairing by Robert J. Harrington 4. The Ultimate Guide to Food Styling by Julia Konovalova <p>Note: Any other relevant reference/textbooks can be included.</p>

Pedagogy: Problem Solving

Name of the Program: Bachelor of Hotel Management			
Course Code: SEC			
SKILL ENHANCEMENT COURSE			
Course Title	Cyber Security (Theory) Formative Assessment=40 Summative =60		
Course Code:	SEC	No. of Credits	03
<p>Course Outcomes (COs): After the successful completion of the course, the student will be able to:</p> <p>CO1: After completion of this course, students would be able to understand the concept of Cyber security and issues and challenges associated with it.</p> <p>CO2: Students, at the end of this course, should be able to understand the cyber crimes, their nature, legal remedies and as to how report the crimes through available platforms and procedures.</p> <p>CO3: On completion of this course, students should be able to appreciate various privacy and security concerns on online social media and understand the reporting procedure of inappropriate content, underlying legal aspects and best practices for the use of Social media platforms.</p>			
Contents			45 Hrs
<p>Module-I. Introduction to Cyber security: Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.</p>			15
<p>Module-II .Cyber crime and Cyber law: Classification of cyber crimes, Common cyber crimes- cyber crime targeting computers and mobiles, cyber crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cyber criminals modus-operandi, Reporting of cyber crimes, Remedial and mitigation measures, Legal perspective of cyber crime, IT Act 2000 and its amendments, Cyber crime and offences, Organizations dealing with Cyber crime and Cyber security in India, Case studies.</p>			15
<p>Module III. Social Media Overview and Security: Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.</p>			15

Formative Assessment for Theory	
Assessment Occasion/type	Marks
Internal Test 2Nos	24 Marks
Assignment/ Surprise Test 2 Nos	16 Marks
Total	40 Marks
<i>Formative Assessment as per guidelines.</i>	

Text/References	
1	Cyber Crime Impact in the New Millennium, by R. C Mishra , Auther Press. Edition 2010
2	Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3	Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform. (Pearson , 13 th November, 2001)
4	Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.
5	Fundamentals of Network Security by E. Maiwald, McGraw Hill.

Name of the Program: Bachelor of Hotel Management			
Course Code: BHM- SEC			
SKILL ENHANCEMENT COURSE			
Course Title	EMPLOYABILITY SKILLS		
Course Code	SEC 5	No of Credits	3
Formative Assessment Marks	40	Summative Assessment marks	60

Learning Objective: This course is designed to suit the need of the outgoing students to face various competitive examinations and campus interviews by acquaint them with quantitative aptitude, logical reasoning and analytical reasoning.

Course Outcomes: On successful completion of the course, the students' will be able to:

CO1 Understand the basic concepts of quantitative ability

CO2 Understand the basic concepts of logical reasoning skill

CO3 Understand the basic concept of analytical ability

CO4 Acquire satisfactory competency in the use of reasoning.

CO5 Able to solve placement and competitive examination papers covering Quantitative Ability, Logical Reasoning and Analytical Reasoning Ability.

Contents	45 Hrs
<p>UNIT-1: Quantitative Ability 1.1 Number System, 1.2 LCM and HCF, 1.3 Decimal fraction 1.4 Square roots & Cube roots, 1.5 Surds, and Indices, 1.6 Averages 1.7 Percentages 1.8 Problems on Ages 1.9 Profit and Loss, 1.10 Simple and Compound Interest 1.11 Ratio and Proportion 1.12 Probability 1.13 Time and Work, 1.14 Time, Speed and Distance, 1.15 Permutation and Combination</p>	20
<p>UNIT-2: Logical Reasoning (Deductive Reasoning) 2.1 Analogy 2.2 Coding and Decoding, 2.3 Blood Relations, 2.4 Directional Sense 2.5 Number and Letter Series 2.6 calendars 2.7 clocks 2.8 Venn Diagram 2.9 Seating Arrangements 2.10 Mathematical operations</p>	12
<p>UNIT-3: Analytical Reasoning 3.1 Statement and Arguments 3.2 Statements and Assumptions 3.3 Statements and Conclusion 3.4 Passage and conclusion 3.5 Assertion and Reason 3.6 Cause and Effects 3.7 Simple and Coded inequality 3.8 Conditions and Grouping 3.9 Critical Reasoning, 3.10 Syllogism,</p>	13
<p>Reference books</p> <ol style="list-style-type: none"> 1. A Modern Approach To Verbal and Non Verbal Reasoning by R S Agarwal 2. Analytical and Logical reasoning By Sijiwali B S 3. Quantitative aptitude for Competitive examination by R S Agarwal 4. Analytical and Logical reasoning for CAT and other management entrance test by Sijiwal B 5. Quantitative aptitude for competitive examinations by Abhijit Guha 4th edition 6. https://prepinsta.com 7. https://www.indiabix.com 8. https://www.javatpoint.com 9. Handbook on "Employability Skills" by Karnataka State Higher Education Council and Karnataka Skill Development Corporation (Download from Bangalore university website) 	

6th SEMESTER

Industrial Training

Credits: 22

Semester: VI

Duration: 22 Weeks

OBJECTIVES:

CO 1. Explain the day-to-day operations in the core and non-core departments of a star hotel.

CO 2. Identify the factors considered for business decision making

CO 3. Analyze the business environment using SWOT Analysis

CO 3. Evaluate the organizational effectiveness using McKinsey 7S model

CO 4. Examine the factors affecting the market environment using PESTLE Analysis

TYPE OF REPORT

The report should be based on the compulsory 4 months of training to be completed in the 6th semester in a hotel of repute (preferable of a 4-star or a 5-star property). A log book should be maintained by every student during the training period in which they should record the daily task performed / observed, and assessed daily by the supervisor / manager. Using the Information contained in the log book and under the guidance of faculty member of college in which the student is studying, the student should cover the entire operation of the hotel along with other necessary analysis (SWOT analysis and McKinsey 7S analysis)

FORMULATION

No of Pages: 150 to 160 (Single Side print in bond paper)

Page Size: A 4 - 21 cm x 29.7 cm (excluding appendices and exhibits)

Font Size: 16 for Headings, 14 for Sub headings, 12 for other texts

Font Color: Black

Line Spacing: Double Spaced

Paragraph Spacing: Single space after paragraph

LIST OF CONTENT OF THE REPORT

	Contents
	A copy of the training certificate attested by Principal of the college
	Acknowledgement
	Project preface
Chapter 1	Introduction
Chapter 2	Scope, Objectives, Methodology & Limitations
Chapter 3	Profile of the Place and the Hotel
Chapter 4	Departmental Classification
Chapter 5	Detailed Operation of Core and Non-core departments
Chapter 6	SWOT Analysis, PESTLE Analysis and, McKinsey 7S analysis
Chapter 7	Conclusion
	Bibliography
	List of Annexures / Exhibits

SUBMISSION OF REPORT

One typed (duly signed by faculty guide and principle of the college) copy of the report is to be submitted in person, by the student, to the examiner prior to the seminar. Project submitted later than that will not be accepted.

DURING THE SEMINAR (Mandatory)

1. Original Industrial training certificate
2. University copy & student 's copy of project report (duly signed by the faculty guide and principle of the college)
3. Students log book (duly signed by Training Manager / HR Manager / equivalent)
4. Examination Hall ticket and College identity card
5. Dress code: College uniform
6. Grooming as per Hospitality Standards

STUDENTS WHO DO NOT CONFORM TO THE ABOVE WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE SEMINAR

PROJECT EVALUATION

Project report will be valued by the Examiner appointed by the University.

MODE OF EVALUATION

Paper Title		Scheme of Examination Evaluation			Credits
		IA	Exam	TOTAL	
Industrial Training	Logbook + Viva	100	100	200	6+4
	Industrial Training Report	150	150	300	12
TOTAL		250	250	500	22

NOTE

- ✓ Marks for the log book should be awarded by the Project guide appointed by the College.
- ✓ A Seminar must be conducted for the evaluation.
- ✓ Panel of evaluation should consist of two members. One for evaluating the Project and the other for the evaluating the Presentation.
- ✓ The project viva voce will be conducted by both members of the Panel.
- ✓ Total time allotted for the above should not exceed 10 minutes.
- ✓ The report should be presented using a MS PowerPoint / Prezi / Google Slides / Canva.

7th SEMESTER

Program Name	BHM		Semester	VII
Course Title	Food and Beverage Management - Theory			
Course Code:	HM C27-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Marks	Assessment	40	Summative Marks	Assessment 60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. To explain the fundamentals of Restaurant and Kitchen Management CO 2. To acquaint the students with basics of Menu engineering CO 3. To expose the students on the food and beverage trends and developments				
Contents				Hrs.
UNIT-1: COMMERCIAL KITCHEN MANAGEMENT				10 Hrs.
1.1 Introduction to Food and Beverage management 1.2 Kitchen layout, organization, and planning 1.3 Production Planning and Scheduling 1.4 Kitchen Inventory Management 1.5 Food Cost Calculation and Profitability Analysis 1.6 Large Scale Commercial Cooking 1.7 Food Storage, Quality and Quality Control 1.8 Kitchen Revenue Management – Budgeting & Forecasting				
UNIT- 2: RESTAURANT, BANQUET AND BAR MANAGEMENT				10 Hrs.
2.1 Restaurant Layout, organization, and planning 2.2 Restaurant Inventory Management 2.3 Bar and Lounge Management 2.4 Bar Frauds and Best Practices 2.5 Managing Conferences and Banquets Functions 2.6 Restaurant Revenue Management – Budgeting & Forecasting 2.7 Quick Service Restaurants – Concepts and Trends 2.8 Technology in Food and Beverage Industry				
UNIT- 3: MENU AND MENU ENGINEERING				10 Hrs.
3.1 Introduction to Menu Engineering 3.2 Menu – Principles, Types and Structure 3.3 Menu Planning, Pricing and Profitability 3.4 Menu as a Marketing Tool				

3.5 Principles of Menu Designing 3.6 Constrains and Menu Planning 3.7 Menu Engineering – Meaning and Concept 3.8 Menu Engineering Matrix	
UNIT-4: FOOD AND BEVERAGE TRENDS AND DEVELOPMENTS	10 Hrs.
4.1 Food Tourism – Concepts and Trends 4.2 Emerging Food Tourism destinations 4.3 Global Food Culture and Traditions 4.4 Food & beverage Consumer Trends 4.5 Sustainability and Environmental issues 4.6 Ethics and Ethical practices 4.7 Proprietary Foods 4.8 Food and Beverage Research	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. To explain the fundamentals of Restaurant and Kitchen Management															
CO 2. To acquaint the students with basics of Menu engineering															
CO 3. To expose the students on the food and beverage trends and developments															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Food & Beverage Management by Bernard Davis and Andrew Lockwood 2. Food and Beverage by John Cousins and Dennis Lillicrap 3. World Food Trends and the Future of Food by Mariana Nobile <p>Online Resources</p>

1. Menu Engineering

Link: <https://hmhub.in/definition-objectives-menu-engineering/>

2. The Future of Food

Link: <https://www.futurebrand.com/uploads/FutureBrand-The-Future-of-Food-ENG.pdf>

3. Gastronomy and Wine Tourism

Link: <https://www.unwto.org/gastronomy-wine-tourism>

Note: Any other relevant reference/textbooks can be included.

Course Title	Food & Beverage Management – Practical		Practical Credits	2
Course Code	HM C 28-P		Contact Hours	52 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks	
Practical Content				
<p>WEEK 1: Indian Cuisine</p> <p>WEEK 2: French Cuisine</p> <p>WEEK 3: Chinese Cuisine</p> <p>WEEK 4: Spanish Cuisine</p> <p>WEEK 5: Italian Cuisine</p> <p>WEEK 6: Bakery</p> <p>WEEK 7: Confectionery</p> <p>Restaurant Counter Service</p> <p>WEEK 8: Breakfast service</p> <p>WEEK 9: Hot Beverages</p> <p>WEEK 10: Fruit Platter</p> <p>WEEK 11: Sandwiches</p> <p>WEEK 12: Cold Desserts</p> <p>WEEK 13: Roast Meat Carving</p>				

Pedagogy: Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/ type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Food & Beverage Management by Bernard Davis and Andrew Lockwood 2. Food and Beverage by John Cousins and Dennis Lillicrap 3. World Food Trends and the Future of Food by Mariana Nobile <p>Online Resources</p> <ol style="list-style-type: none"> 1. Menu Engineering Link: https://hmhub.in/definition-objectives-menu-engineering/ 2. The Future of Food Link: https://www.futurebrand.com/uploads/FutureBrand-The-Future-of-Food-ENG.pdf 3. Gastronomy and Wine Tourism Link: https://www.unwto.org/gastronomy-wine-tourism <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM		Semester	VII
Course Title	Accommodation Management - Theory			
Course Code:	HM C29-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60	
Course Pre-requisite(s): Basic Knowledge of Hotel Accommodations				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Plan and design rooms and landscapes in hotels and its premise CO 2. Conduct financial analysis and budgets for hospitality properties CO 3. Execute in-house sales of hotel products to guests CO 4. Train and develop hotel employees in core and non-core departments of a hotel				
Contents				Hrs.
UNIT-1: ACCOMMODATION SPACE AND LANDSCAPE PLANNING				10 Hrs.
1.1 Planning the Front Office Layout – Lobby, Front Desk, Bell desk, Back Office 1.2 Room Dimensions (Length, Width, Height, Space management) 1.3 Facilities and Services for Disabled Rooms 1.4 Planning for Balconies, terraces, Eva floors, Washrooms 1.5 Swimming Pool Operations and Management 1.6 Landscaping in Hotel Premises – Types, Roles, and Functions 1.7 Gardening – Land, Walls, Balconies and Buildings 1.8 Sustainable and Environment conscious Landscaping				
UNIT- 2: BUDGETING FOR ROOMS DIVISION				10 Hrs
2.1 Inventory Control and Stock management 2.2 Financial Analysis and Budgeting – Meaning and Importance 2.3 Types of Budgets – Operational, Capital, Cash Flow and Master budgets 2.4 Budget Preparation and execution 2.5 Cost Control – Guest Rooms, Public Areas, Linen Rooms 2.6 Cost Control – Cleaning Materials and Supplies, Horticulture 2.7 Purchasing – Principles, Stages and Types 2.8 Budget Variance Analysis				
UNIT- 3: PROMOTING IN-HOUSE HOTEL SALES				10 Hrs
3.1 Role of Rooms division personnel in Sales and Marketing 3.2 In-house sales – Meaning and Importance 3.3 Planning a Point-of -sale in Rooms division 3.4 Theories of Motivation and its application in hotels 3.5 Up selling and Upgrading				

3.6 Sales Training Programs for Rooms division personnel 3.7 Incentive Programs for In-house sales 3.8 Ethical aspects of In-house sales	
UNIT- 4: TRAINING FOR HOSPITALITY	10 Hrs
4.1 Determining and Screening Employee Hospitality Qualities 4.2 Developing Orientation Programs 4.3 Policy and Procedure Manual 4.4 Developing and Administering a Training Program 4.5 Steps in Training Process 4.6 Cross Training 4.7 Developing a Trainer 4.8 Training for Empowerment	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Plan and design rooms and landscapes in hotels and its premise															
CO 2. Conduct financial analysis and budgets for hospitality properties															
CO 3. Execute in-house sales of hotel products															
CO 4. Train and develop hotel employees in core and non-core departments of a hotel															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Front office Management by James A Bardi 2. Hotel Management and Operations by Donney F Rutherford and Michael J O'Fallon 3. Managing Housekeeping Operations, Michael M Kappa 4. Landscape Construction by David Sauter

Online Resources

1. The Hotel Room of the Future

Link: <https://hospitalityinsights.ehl.edu/hotels-room-innovation>

2. Challenges and risks in hotel budgeting and financial analysis

Link: <https://www.linkedin.com/advice/0/what-some-common-challenges-risks-you-face-hotel>

3. Keys to Hotel Landscape Design

Link: <https://www.bluentcad.com/blog/landscaping-for-hotels/>

Note: Any other relevant reference/textbooks can be included.

Course Title	Accommodation Management - Practical	Practical Credits	2
Course Code	HM C30-P	Contact Hours	52 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks

Practical Content

WEEK 1: Front Office Layout Designing – Lobby and Front Desk

WEEK 2: Front Office Layout Designing – Bell Desk and Back Office

WEEK 3: Designing a Guest room for People with Disability

WEEK 4: Landscaping – Miniature designs

WEEK 5: Stock Taking and Inventory Checklist

WEEK 6: Preparation of Housekeeping Staffing Guide

WEEK 7: Cost Benefit Analysis in Housekeeping

WEEK 8: Revenue Management Calculation

WEEK 9: Break Even Analysis

WEEK 10: Budget Variance Analysis with graphical representation

WEEK 11: Selling Techniques

WEEK 12: Situation Handling – Operational Situations

WEEK 13: Situation Handling – Managerial Situations

Pedagogy: Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/ type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Front office Management by James A Bardi 2. Hotel Management and Operations by Donney F Rutherford and Michael J O’Fallon 3. Managing Housekeeping Operations, Michael M Kappa 4. Landscape Construction by David Sauter <p>Online Resources</p> <ol style="list-style-type: none"> 1. The Hotel Room of the Future Link: https://hospitalityinsights.ehl.edu/hotels-room-innovation 2. Challenges and risks in hotel budgeting and financial analysis Link: https://www.linkedin.com/advice/0/what-some-common-challenges-risks-you-face-hotel 3. Keys to Hotel Landscape Design Link: https://www.bluentcad.com/blog/landscaping-for-hotels/ <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM		Semester	VII
Course Title	MARKETING FOR HOSPITALITY SERVICES			
Course Code:	HM E2-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Marks	Assessment	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic knowledge of Marketing in Hospitality				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO1 Understand the basic principles and theories of marketing as applied to the hospitality industry. CO2 Identify the unique characteristics and challenges of marketing hospitality services. CO3 Analyze the factors that influence consumer behavior and decision-making in the hospitality sector. CO4 Evaluate the impact of branding on guest loyalty and perception.				
Contents				Hrs.
UNIT-1: INTRODUCTION TO HOSPITALITY MARKETING				10Hrs.
1.1 Meaning and Definition - 1.2 Nature and Scope - 1.3 Feature / Characteristics - 1.4 Concepts of Marketing, 1.5 Customer Expectations from hospitality services - 1.6 Solving Customers problems, 1.7 Relevance of Sales & Marketing in the Hospitality Industry				
UNIT- 2: HOSPITALITY MARKETING MIX				10Hrs.
2.1 Meaning and Definition of Marketing Mix, The Seven Ps 2.2 PRODUCT / SERVICE MIX Elements /Components, Difference between goods and services Product life Cycle, Stages of New product/ service development 2.3 PRICE MIX - Factors influencing pricing, Pricing methods and strategies 2.4 PROMOTION MIX - Objectives of promotion, Elements of promotions mix Advertising, sales, promotion, personal selling, publicity, public relations 2.5 PLACE MIX - Distribution channels/channel intermediaries 2.6 PEOPLE - Elements of People mix, Role of Employees and Internal Marketing Role of customers and Relationship Marketing 2.7 PHYSICAL EVIDENCE - Essential Evidence, Peripheral Evidence				

2.8 PROCESS - Steps of service delivery, Levels of customer involvement, Value chain linkage, Blue printing –mapping the service system	
UNIT- 3: HOSPITALITY SALES	10Hrs.
3.1 Sales- Room, Banquet and Corporate 3.2 Selling of Hotel Facilities and Amenities, 3.3 Selling and Promotion Techniques, 3.4 Sales Planning and Implementation, Forms and Formats used in Hospitality Sales 3.5 Duties and Functions of Sales Team, 3.6 Role and Importance of the Sales Department	
UNIT- 4: MARKET SEGMENTATION, TARGETING AND POSITIONING OF HOTELS	5 Hrs.
1.1 Meaning, Importance and Basis of Market Segmentation, 1.2 Essentials of sound market segmentation, 1.3 STP Strategy- Segmentation, Targeting & Positioning Strategies, 1.4 Consumer Behaviour and Factors influencing Customer Decisions	
UNIT -5: RESEARCH AND FEEDBACK	5 Hrs.
5.1 Meaning and Definition of Research and Feedback, 6.2 Online and Offline Feedback, Reviews – Online and Offline, 6.3 Importance of Market Research and Feedback in the Profitability of a Hotel	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1 Understand the basic principles and theories of marketing as applied to the hospitality industry.															
CO2 Identify the unique characteristics and challenges of marketing hospitality services.															
CO3 Analyze the factors that influence consumer behavior and decision-making in the hospitality sector.															
CO4 Evaluate the impact of branding on guest loyalty and perception.															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Services Marketing: Zeital, Valeria and Mary Jo Baiter 2. Delivery Quality Service: Zenithal, Parasuraman and Bitner 3. Service Marketing: The India Experience by Ravi Shankar 4. Services Marketing: S. M. Jha 5. Marketing of Hospitality Industry: Roberta 6. Strategic Hotel Marketing: Hart and Troy 7. Services Marketing: Love Lock, Christober H 8. Marketing Leadership in Hospitality-Foundations and Practices: Lewis and Chambers 9. Marketing of Hospitality Services: Lazer 10. Marketing of Hospitality and Tourism Services: Prasanna Kumar, Tata McGraw Hill, 2010 <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM	Semester	VIII
Course Title	RESEARCH METHODOLOGY		
Course Code:	HM -RM	No. of Credits	4
Contact hours	40 Hours	Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic knowledge of Research			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO1 Define research and explain its significance in academic and professional contexts. CO2 Identify different types of research (qualitative, quantitative, and mixed methods) CO3 Understand Design a research plan that includes a clear methodology, timeline, and resource allocation. CO4 Conduct a comprehensive literature review to contextualize the research problem.			
Contents			Hrs.
UNIT-1: INTRODUCTION TO RESEARCH			10Hrs.
1.1 Business Research – Definition and Significance 1.2 The Research Process – Types of Research – Exploratory and Causal Research – Theoretical and Empirical Research – Cross –Sectional and Time Series Research 1.3 Research Questions / Problems – Research Objectives – Research Hypotheses – Characteristics 1.4 Research in an Evolutionary Perspective – the Role of Theory in Research.			
UNIT- 2: RESEARCH DESIGN AND MEASUREMENT			10Hrs.
2.1 Research Design – Definition – Types of Research Design – Exploratory and Causal Research Design – Descriptive and Experimental Design 2.2 Different Types of Experimental Design 2.3 Validity of Findings – Internal and External Validity – Variables in Research. 2.4 Measurement and Scaling – Different Scales – Construction of Instrument – Validity and Reliability of Instrument.			
UNIT- 3: DATA COLLECTION			10Hrs.
3.1 Types of Data – Primary Vs Secondary data 3.2 Methods of Primary Data Collection – Survey Vs Observation 3.3 Experiments – Construction of Questionnaire and Instrument – 3.4 Validation of Questionnaire – Sampling Plan – Sample Size – Determinants Optimal Sample Size 3.5 Sampling Techniques – Probability Vs Non-probability Sampling Methods.			
UNIT- 4: DATA PREPARATION AND ANALYSIS			5 Hrs.

4.1 Data Preparation – Editing – Coding – Data Entry – Validity of Data 4.2 Qualitative Vs Quantitative Data Analyses – Bi-variate and Multi-variate Statistical Techniques 4.3 Factor Analysis – Discriminant Analysis – Cluster Analysis 4.4 Multiple Regression and Correlation – Multidimensional Scaling 4.5 Application of Statistical Software for Data Analysis.	
UNIT -5: REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH	5 Hrs.
5.1 Research Report – Different Types – Contents of Report 5.2 Need of Executive Summary – Chapterization – Contents of Chapter – Report Writing – The Role of Audience – Readability – Comprehension – Tone 5.3 Final Proof – Report Format – Title of The Report – Ethics In Research – Ethical Behaviour of Research – Subjectivity and Objectivity In Research.	

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1 Define research and explain its significance in academic and professional contexts.															
CO2 Identify different types of research (qualitative, quantitative, and mixed methods)															
CO3 Understand Design a research plan that includes a clear methodology, timeline, and resource allocation															
CO4 Conduct a comprehensive literature review to contextualize the research problem..															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References

Suggestive Readings:

1. Business Research Methods - Donald R. Cooper, Pamela S. Schindler and J K Sharma
2. Business Research Methods - Alan Bryman and Emma Bell
3. Research Methods for Business - Uma Sekaran and Roger Bougie
4. Business Research Methods - William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin

Note: Any other relevant reference/textbooks can be included.

Program Name	BHM		Semester	VII
Course Title	DESIGN THINKING AND INNOVATION			
Course Code:	HMV2-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60	
Course Pre-requisite(s): Basic Knowledge of Hotel Accommodations				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1.Design thinking and its application in the context of hospitality management CO 2. Understand the stages of the design thinking process: empathize, define, ideate, prototype, and test. CO 3. Identify challenges and opportunities for innovation within the hospitality industry. CO 4. Generate creative ideas and solutions to address identified problems or opportunities.				
Contents				Hrs.
UNIT-1: INTRODUCTION TO DESIGN THINKING IN HOSPITALITY				5 Hrs.
1.1 Definition and history of design thinking, 1.2 Importance of design thinking in hospitality management, 1.3 Key principles and stages of design thinking.				
UNIT- 2: THE DESIGN THINKING PROCESS IN HOSPITALITY				15 Hrs
Five stages, Case studies of design thinking applications in hospitality. 2.1 Empathize - Understanding Guest Needs - Techniques for gathering guest insights: interviews, surveys, observations, Developing empathy maps and guest personas, Analyzing guest feedback and reviews, Identifying pain points and opportunities for innovation in guest experience. 2.2 Define - Problem Definition in Hospitality - Crafting problem statements specific to hospitality challenges, Analyzing and Synthesizing Information - Affinity mapping and clustering insights, Creating guest journey maps and service blueprints. 2.3 Ideate - Brainstorming Techniques for Hospitality - Divergent and convergent thinking, Various idealization techniques: brainstorming, brain writing, SCAMPER, mind mapping, Selecting Ideas - Criteria for evaluating and selecting ideas in hospitality, Using prioritization frameworks like the Impact/Effort Matrix. 2.4 Prototype - Prototyping Methods - Low-fidelity vs. high-fidelity prototypes, Tools and materials for creating prototypes in hospitality, Building Prototypes - Hands-on sessions for creating physical and digital prototypes, Best practices for iterative prototyping in hospitality settings. 2.5 Test - User Testing in Hospitality - Planning and conducting user tests with guests, Gathering and analyzing guest feedback, Refining prototypes based on feedback, Case studies of successful iterations in hospitality.				
UNIT- 3: APPLYING DESIGN THINKING IN DIFFERENT AREAS OF HOSPITALITY				5 Hrs

<p>3.1 Hotels and Resorts - Applying design thinking to enhance hotel services and amenities, Case studies of innovative hotel concepts.</p> <p>3.2 Restaurants and Food Service - Using design thinking to improve restaurant operations and guest dining experiences, Examples of innovative restaurant concepts and services.</p>	
UNIT- 4: INNOVATION IN HOSPITALITY MANAGEMENT	10 Hrs
<p>4.1 Fostering Innovation - The innovation process and types of innovation in hospitality, Creating a culture of innovation within hospitality organizations.</p> <p>4.2 Creative Problem-Solving - Techniques for enhancing creativity in hospitality management. Overcoming common barriers to creativity in the hospitality industry.</p> <p>4.3 Tools and Technologies for Innovation in Hospitality - Digital Tools - Software and platforms for design thinking in hospitality, using tools like Miro, Sketch, Figma for hospitality projects.</p> <p>4.4 Emerging Technologies - How emerging technologies (AI, AR/VR, IoT) are transforming the hospitality industry, Integrating technology into the design thinking process for hospitality innovations.</p> <p>4.5 Collaborative Innovation - Team Dynamics - Building and managing cross-functional teams in hospitality, Techniques for effective collaboration in hospitality projects.</p> <p>4.6 Co-Creation with Stakeholders - Engaging stakeholders, including guests and staff, in the innovation process. Co-designing solutions with guests, staff, and partners.</p>	
UNIT- 5: FUTURE OF DESIGN THINKING AND INNOVATION IN HOSPITALITY	5 Hrs
<p>5.1 Trends and Future Directions - Emerging trends in design thinking and innovation in hospitality,</p> <p>5.2 Preparing for future challenges and opportunities in the hospitality industry.</p>	

8th SEMESTER

Program Name	BHM		Semester	VIII
Course Title	STRATEGIC MANAGEMENT FOR HOSPITALITY & TOURISM			
Course Code:	HM C31-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Marks	Assessment	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic knowledge of Environment and Sustainability				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Assess the core areas of corporate, business, and functional level strategy relevant to the international hospitality and tourism industry CO 2. Analyze the relationship between the global business environment and strategic decisions made by international hospitality organizations CO 3. Evaluate the role of operations in adding value and achieving sustainable competitive advantage in the international hospitality and tourism sector				
Contents				Hrs.
UNIT-1: INTRODUCTION TO STRATEGIC HOSPITALITY MANAGEMENT				10Hrs .
1.1 Defining Strategic Management and its types 1.2 Prescriptive versus emergent strategies 1.3 Overview of Strategic Management Process 1.4 Hospitality Environmental Scanning 1.5 Managing People in the Hospitality sector 1.7 Corporate Strategy, Business Strategy and Functional Strategy 1.8 Value-chain analysis and Value Networks				
UNIT- 2: INTERNAL AND EXTERNAL BUSINESS ENVIRONMENTS				10Hrs .
2.1 The external environment for tourism and hospitality organizations: the macro and micro context 2.2 SWOT analysis, McKinsey 7S analysis and Porters 5-Force analysis for tourism and hospitality organizations 2.3 Tourism and hospitality organizations – Operational Context, Human Resource Context, Financial context and the Products and Markets context 2.4 Strategic Implementation, Evaluation and Control 2.5 Corporate Governance				
UNIT- 3: THE STRATEGY CONTENT				10Hrs .
3.1 Business Level Strategy 3.2 Parameters of Competitive Strategy 3.3 Positioning and Generic Strategies 3.4 Corporate Level Strategy 3.5 Portfolio Approach				

3.6 Core Competence Approach 3.7 Network Level Strategy 3.8 Strategic Alliances	
UNIT- 4: THE STRATEGY PROCESS	10Hrs
4.1 Strategic Planning and Formulation 4.2 Strategic Implementation and Change management 4.3 Barriers and Resistance to Strategic Implementations 4.4 The Challenge of Strategic Management in the Hospitality & Tourism Context 4.5 Sustaining Competitiveness in the Market 4.6 Strategic Alliances	

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Assess the core areas of corporate, business, and functional level strategy relevant to the international hospitality and tourism industry															
CO 2. Analyze the relationship between the global business environment and strategic decisions made by international hospitality organizations															
CO 3. Evaluate the role of operations in adding value and achieving sustainable competitive advantage in the international hospitality and tourism sector															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Strategic Management for Tourism, Hospitality and Events by Nigel Evans 2. Strategic Management in Tourism by Luiz Moutinho 3. Strategic management by Kazmi Adela

Online Resources

1. What is strategic management?

Link: <https://www.techtarget.com/searchcio/definition/strategic-management>

2. Strategic Management Accounting: key for Hotel Managers?

Link: <https://hospitalityinsights.ehl.edu/strategic-management-accounting-hospitality>

3. Complete Guide to Strategic Management for Hospitality And Tourism

Link: <https://welpmagazine.com/complete-guide-to-strategic-management-for-hospitality-and-tourism/>

Note: Any other relevant reference/textbooks can be included.

COURSE	ENTREPRENURESHIP DEVELOPMENT PROJECT
COURSE CODE	HM - EDP
NO. OF CREDITS	08
NO. OF HOURS PER WEEK	16

OBJECTIVES: The Objective of this Project Work is to help the students learn how to develop and understand the entrepreneurship.

TYPE OF PROJECT: This project should be based on a field study that leading to the identification of a site or a proposed new hotel project - 3, 4, 5-star category only. The students should then establish the market feasibility of this proposed hotel followed by the financial viability leading to the validation of the survey.

FORMULATION: The length of the report should be 150 double spaced pages (exclusion of Appendices and Annexure). Ten percent variation on either side is permissible

GUIDELNES:

List of contents of the project report

- Chapter I Introduction
- Chapter II Scope, Objective, Methodology, and Limitation of the project
- Chapter III Information of Place and Site

Part A- A Market Feasibility

- Chapter IV Demand Quantification
- Chapter V Technical Details of Proposed Project
- Chapter VI Recommended Market Mix
- Chapter VII Conclusion

Part B-Financial Viability

- Chapter VIII Introduction to financial aspect of the proposed project.
- Chapter IX Cost of the Project (Introduction to fixed assets and capital costs)
- Chapter X Manpower requirement and cost
- Chapter XI Manpower Requirement and Cost
- Chapter XII Operational Expenses
- Chapter XIII Working Capital Requirement
- Chapter XIV Financing the Project
- Chapter XV Profitability Statement
- Chapter XVI Cash Flow Statement
- Chapter XVII Break Even Analysis and Debt Service Ratio
- Chapter XVIII Coverage Ratio
- Chapter XIX Ratio Analysis
- Conclusion
- Bibliography
- Annexure and Exhibits

SUBMISSION OF THE REPORT

Three copies of the report have to be submitted before the due date as specified by the College. The original copy should be submitted to the university through the College concerned. The College copy is to be retained by the college and the faculty guide and Principal or HOD of the College/Department should duly sign the personal copy. The student should carry the personal copy to the Viva Voce

THE STUDENT SHOULD ALSO CARRY THE FOLLOWING

- Duly signed personal copy of the project, Industrial Training Certificates, Examination Hall Ticket, College Identity Card, The student should be in formal Dress code

UNIVERSITY EXAMINATION

TOTAL MARKS

200 MARKS

PROJECT REPORT

150 MARKS

IA

50 MARKS

Program Name	BHM		Semester	VIII
Course Title	ENTREPRENEURSHIP DEVELOPMENT IN HOSPITALITY			
Course Code:	HM E3-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Marks	Assessment	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic knowledge of Environment and Sustainability				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO1 Define entrepreneurship and explain its importance in the economy. CO2 Identify the characteristics and traits of successful entrepreneurs. CO3 Develop skills to identify and evaluate business opportunities.				
Contents				Hrs.
UNIT-1: INTRODUCTION TO ENTREPRENEURSHIP				10Hrs .
1.1 Introduction to Entrepreneur, Entrepreneurship and Enterprise - Importance and Relevance of the Entrepreneur - Factors influencing entrepreneurship, Pros and Cons of being an entrepreneur 1.2 Characteristics of a successful entrepreneur - Competency requirement for entrepreneurs 1.3 Types of Entrepreneurs 1.4 Problems and promotion of Women Entrepreneurs in the Hospitality Industry				
UNIT- 2: SMALL SCALE ENTERPRISES				10Hrs .
2.1 Small Scale Enterprises/ Tiny Industries/ Ancillary Industries/ Cottage Industries - Definition, Meaning, Product range, Capital Investment, ownership patterns 2.2 Importance and role played by SSI in the development of the Indian economy 2.3 Problems faced by SSI's and the steps taken to solve the problems - Policies governing SSI's, Sickness in SSE's – Meaning and definition of a sick industry 2.4 Causes of industrial sickness – Preventive and remedial measures for sick industries				
UNIT- 3: STARTING A SMALL BUSINESS				10Hrs .
3.1 Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. 3.2 Steps involved in starting a business venture – location, clearances and permits required, formalities, licensing and registration procedures. 3.3 Assessment of the market for the proposed project - financial, technical and social feasibility of the project.				

UNIT- 4: PREPARING A BUSINESS PLAN (BP)	10Hrs .
4.1 Meaning and definition of Business Plan 4.2 Importance of Business Plan 4.3 Components of Business plan -Financial aspects of the BP - Marketing aspects of the BP. 4.4 Human Resource aspects of the BP – Technical aspects of the BP - Social aspects of the BP 4.5 Common pitfalls to be avoided in preparation of a Business Plan	
UNIT- 5: INSTITUTIONAL ASSISTANCE TO SMALL SCALE ENTERPRISES	
5.1 Financial assistance through SFC’s, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, 5.2 Non financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC 5.3 Tax Concessions for SSIs 5.4 Industrial estates – role and types	

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1 Define entrepreneurship and explain its importance in the economy.															
CO2 Identify the characteristics and traits of successful entrepreneurs.															
CO3 Develop skills to identify and evaluate business opportunities															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

References
<p>Suggestive Readings:</p> <ol style="list-style-type: none"> 1. Udai Pareek and T.V. Rao, Development Entrepreneurship 2. S.V.S. Sharma, Development Entrepreneurship, Issues and Problems 3. Srivastava A. - Practical Guide to Industrial Entrepreneurs 4. Government of India - Report of the committee on development of Small and Medium

entrepreneurs

5. Bharusali Entrepreneur Development
6. Vasantha Desai, Management of Small-Scale Industry
7. Vasantha Desai, Problems and Prospects of Small-Scale Industry
8. CSV Murthy, Entrepreneurs Development
9. Entrepreneurial Development – Dr. Anil Kumar, S. C. Poornima, Minai K. Abraham Jayashree K
- 10. Aruna Kaulgud, Entrepreneurship Management**

Program Name	BHM		Semester	VIII
Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)			
Course Code:	HM V3-T		No. of Credits	3
Contact hours	40 Hours		Duration of SEA/Exam	2.5 Hours
Formative Marks	Assessment	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic knowledge of Customer Relationship				
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1 Define Customer Relationship explain its importance in Hospitality. CO 2 Identify the characteristics and traits of Customer Relationship. CO 3 Develop skills Customer Relationship.				
Contents				Hrs.
UNIT-1: INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT				10Hrs .
1.1 Definition and Scope ,Customer Loyalty, CRM Success Factors and Levels of Services. CRM in Marketing 1.2 One-to-one Relationship Marketing - Cross Selling & Up Selling 1.3 Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, 1.4 Channel Optimization - Event-based marketing. - 1.5 CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.				
UNIT- 2: SALES FORCE AUTOMATION				10Hrs .
2.1 Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - 2.2 Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - 3.3 Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).				
UNIT- 3:ANALYTICAL CRM				10 Hrs.
3.1 Managing and sharing customer data - Customer information 3.2 databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - 3.3 Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.				

UNIT- 4: CRM IMPLEMENTATION	10Hrs .
4.1 Defining success factors - Preparing a business plan requirements, justification and processes 4.2 Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches 4.3 Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - 4.4 Development and delivery - Measurement. Supplier Relationship Management (SRM)	

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1 Define Customer Relationship explain its importance in Hospitality.															
CO 2 Identify the characteristics and traits of Customer Relationship.															
CO 3 Develop skills Customer Relationship..															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per NEP guidelines are compulsory</i>	

CBCS Question Paper Pattern for UG Semester
DSC, DSEC & OEC

Paper Code:		Paper Title:	
Duration of Exam	2 Hours	Max Marks	60
Instruction:	Answer all the sections		

Section-A

1. Answer any five of the following Questions.	5 x 2 = 10 Marks
a) b) c) d) e) f) g)	

Section-B

Answer any four out of five questions.	4 x 5 = 20 Marks
2. 3. 4. 5. 6.	

Section-C

Answer any three out of five questions.	3 x 10 = 30 Marks
7. 8. 9. 10. 11.	