



**KALINGA
UNIVERSITY**

SCHEME & SYLLABUS FOR

Bachelor of Vocational Studies (B.Voc.) Hotel Management



Kalinga University, Naya Raipur, Chhattisgarh

B. VOC. IN HOTEL MANAGEMENT

Semester-I							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM101	Communication Skills	3	0	3	30	70	100
BVHM102	Fundamentals of Information Technology	3	0	3	30	70	100
BVHM103	Food Production-I	3	0	3	30	70	100
BVHM104	Food & Beverage Service-I	3	0	3	30	70	100
BVHM105P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-II							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM201	Disaster Management	3	0	3	30	70	100
BVHM202	Environmental Studies	3	0	3	30	70	100
BVHM203	Front Office-I	3	0	3	30	70	100
BVHM204	Housekeeping-I	3	0	3	30	70	100
BVHM205P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-III							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM301	Universal Human Values	3	0	3	30	70	100
BVHM302	Food Production-II	3	0	3	30	70	100
BVHM303	Food & Beverage Service-II	3	0	3	30	70	100
BVHM304	Personality Skills for Hospitality	3	0	3	30	70	100
BVHM305P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-IV							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM401	Accounting Skills for Hospitality	3	0	3	30	70	100
BVHM402	Front Office-II	3	0	3	30	70	100
BVHM403	Housekeeping -II	3	0	3	30	70	100
BVHM404	Foreign Language French/German/ Korean	3	0	3	30	70	100
BVHM405P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-V							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM501	Introduction to Tourism	3	0	3	30	70	100
BVHM502	Regional Cuisine	3	0	3	30	70	100
BVHM503	Accommodation Management	3	0	3	30	70	100
BVHM504	Foundation Course in Management	3	0	3	30	70	100
BVHM505P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600

Semester-VI							
Subject Code	Subject	L	T / P	Credits	Internal Marks	External Marks	Total
BVHM601	Food & Beverage Management	3	0	3	30	70	100
BVHM602	Hospitality Marketing	3	0	3	30	70	100
BVHM603	Hotel Laws	3	0	3	30	70	100
BVHM604	Human Resource for Hotels	3	0	3	30	70	100
BVHM605P	Industrial Training/ On Job Training/ Workshop	0	36	18	50	150	200
Total		12	36	30	170	430	600



SEMESTER-I

COMMUNICATION SKILLS

(BVHM101)

Course Objective:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

Course outcome:

1. The purpose of this course is to introduce students to the theory, fundamentals and tools of communication
2. To develop vital communication skills which should be integral to personal, social and professional interactions.
3. One of the critical links between human beings.
4. An important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal.
5. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

CONTENTS

Unit I: Introduction 06

Theory of Communication, Types and modes of Communication, Mediums and channels of communication, barriers to communication, English as a Global language, the Lingua Franca, Social influences on English

Unit II: Language of Communication 06

Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication, Varieties of English, Language, Accent, Dialect, Colloquialism, Historical influences on English

Unit III: Speaking Skills 06

Monologue Dialogue Group Discussion Effective Communication/ Mis- Communication Interview Public Speech, Regional influences on English, Convergence and divergence, Linguistic Imperialism,





Unit IV: Reading and Understanding-

06

Close Reading, Reading analysis of a text - Audience and purpose, Content and theme, Tone and Mood, stylistic devices, structure
Comprehension- Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

Unit V: Writing Skills

06

Documenting Report Writing Making notes Letter writing, Writing tabloids, diary entry, open letters, essays, newsletter and
magazine articles, skits, short stories, impersonating characters

It will enhance Language of communication, various speaking skills such as personal communication, social interactions and
communication in professional situations such as interviews, group discussions and office environments, important reading skills
as well as writing skills such as report writing, note taking etc. While, to an extent, the art of communication is natural to all living
beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course,
students will find a difference in their personal and professional interactions.

REFERENCE BOOKS:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas



FUNDAMENTALS OF INFORMATION TECHNOLOGY (BVHM102)

Unit I

Computer characteristics: Speed, storage, accuracy, diligence; Digital signals, Binary System, ASCII; Historic Evolution of Computers; Classification of computers: Microcomputer, Minicomputer, mainframes, Supercomputers; Personal computers: Desktop, Laptops, Palmtop, Tablet; Hardware & Software; Von Neumann model.

Unit II

Hardware: CPU, Memory, Input devices, output devices. Memory units: RAM (SDRAM, DDR RAM, RDRAM etc. feature wise comparison only); ROM-different types: Flash memory; Auxiliary storage: Magnetic devices, Optical Devices; Floppy, Hard disk, Memory stick, CD, DVD, CD/DVD-Writer; Input devices - keyboard, mouse, scanner, speech input devices, digital camera, Touch screen Voice Input, Joystick, Optical readers, bar code reader; Output devices: Display device, size and resolution; CRT, LCD, LED; Printers: Dot-matrix, Inkjet, Laser; Plotters, Sound cards & speaker.

Unit-III

Software: System software, Application software; concepts of files and folders, Introduction to Operating systems, Different types of operating systems: single user, multitasking, time-sharing multi-user; Booting, POST; Basic features of two GUI operating systems: Windows & Linux (Basic desk top management); Programming Languages, Compiler, Interpreter, Databases; Application software: Generic Features of Word processors, Spread sheets and Presentation software; Generic Introduction to Latex for scientific typesetting; Utilities and their use; Computer Viruses & Protection, Free software, open source.

Unit-IV

Computer Networks and Internet: Connecting computers, Requirements for a network: Server, Workstation, switch, router, network operating systems; Internet: brief history, World Wide Web, Websites, URL, browsers, search engines, search tips; Internet connections: ISP, Dial-up, cable modem, WLL, DSL, leased line Wireless and Wi-Fi connectivity ; email, email software features (send receive, filter, attach, forward, copy, blind copy); characteristics of web-based systems, Web pages, Web Programming Languages.

Unit-V

Information Technology And Society: Indian IT Act, Intellectual Property Rights, issues. Application of information Technology in Railways, Airlines, Banking, Insurance, Inventory Control, Financial systems, Hotel management, Education, Video games, Telephone exchanges, Mobile phones, Information kiosks, special effects in Movies.

Programming Concepts & Techniques: Program Concept, Characteristics of Programme, Stages in Program Development, Tips for Program Designing, Programming Aids, Algorithms, Pseudo code, Notations, Design, Flowcharts, Symbols, Rules, compiler & Interpreter. Introduction to programming techniques, Top-down & Bottom-up approach, Unstructured, & Modular programming, Cohesion, Coupling, Debugging, Syntax & Logical Errors, Linking and Loading, Testing and Debugging, Documentation.

Reference Books:

1. Programming in C, R.S. Salaria, Khanna Publishing House
2. Computer Concepts and Programming in C, R.S. Salaria, Khanna Publishing House
3. Handbook of Computer Fundamentals, N.S. Gill, Khanna Publishing House



FOOD PRODUCTION-I (BVHM103)

Unit – 1

Cooking: - Introduction, Definition, and its importance. Hygiene: introduction, importance and types. Qualities of F & B production employees handling kitchen accidents e.g. burn cuts, fractures and Heart attack. Fire: Introduction, Types and how to extinguish different types of fire.

Unit – 2

Ingredients used in cooking- I: Cereals and Grains, Fruits and Vegetables, and Sweeteners'- Types, Purchasing and Storing considerations. Ingredients used in cooking- II: Egg, Milk and Milk Products, Salt and Oil & Fat- Introduction, Types, Purchasing and Storing considerations.


Unit – 3

Methods of Cooking: - Introduction, Definition, and its importance; Types- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Peeling, Roasting, Frying, Sautéing, Braising Cooking with Microwave, Ovens, Gas, Induction Plates and other such media. HACCP Standards and Professional Kitchens

Unit – 4

Commodities and their usage in Indian Kitchens: Introduction, Souring Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens.

Suggested Readings:

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
 - Bakery & Confectionery By S.C Dubey, Publisher: Society of Indian Bakers
 - Cooking Essentials for the New Professional Chef
 - Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
 - Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
 - Practical Cookery By Kinton & Cessarani
 - Practical Professional Cookery By Kauffman & Cracknell
 - Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
 - Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
 - The Professional Chef (4th Edition) By Le Rol A. Polsom
 - The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC
 - Theory of Catering By Kinton & Cessarani
 - Theory of Cookery By K Arora, Publisher: Frank Brothers
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FOOD & BEVERAGE SERVICE-I (BVHM104)

Unit – 1

F & B Services:- Introduction, Importance, Functions, Sections Classification of Catering Establishment- commercial and non-commercial

Unit – 2

Departmental Organization & Staffing – Organization Structure of F & B Services in Different types of Hotels. Job Descriptions and job specifications of different F & B service Positions, attributes of F & B personnel


Unit – 3

Food & Beverage Service equipments: Introduction, Classification and features.

Unit – 4

Food & Beverage Service Methods: Introduction, Classification and features.

Suggested Reading:

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
 - Food & Beverage Service Management – Brian Varghes
 - Food & beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS
 - Introduction F & B Service- Brown, Heppner & Deegan
 - Menu Planning- Jaksu Kivela, Hospitality Press
 - Modern Restaurant Service- John Fuller, Hutchinson
 - Professional Food & Beverage Service Management – Brian Varghes
 - The Restaurant (From Concept to Operation)
 - The Waiter Handbook By Graham Brown, Publisher: Global Books & Subscription Services New Delhi.
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INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM105P)





SEMESTER – II

DISASTER MANAGEMENT

(BVHM201)

Unit I

Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Disasters: Classification, Causes, Impacts (including social, economic, political, Environmental, health, psychosocial, etc.), Differential impacts- in terms of caste, class, gender, Age, location, disability, Global trends in disasters, urban disasters, pandemics, complex Emergencies, Climate change.

Unit II

Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/ Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.


Unit III

Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.

Unit IV

Disaster Risk Management in India Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, and Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

Suggested Reading list:

- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
 - Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
 - Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples'
 - Vulnerability and Disasters, Routledge.
 - Coppola P Damon, 2007. Introduction to International Disaster Management,
 - Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
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ENVIRONMENTAL STUDIES

(BVHM202)

Unit 1 : Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)


Unit 2 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 3 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 4 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
 - Nuclear hazards and human health risks
 - Solid waste management : Control measures of urban and industrial waste.
 - Pollution case studies.
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Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 5 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams*(pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.



FRONT OFFICE-I

(BVHM203)

Unit 1

Tourism Industry: Introduction, 5A's of tourism, Hospitality Industry: Introduction, origin and its nature, Development and growth in India (ITD, ITDC, Taj, Oberoi and Jaypee Hotels)

Unit 2

Accommodation Industry, Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and others.


Unit 3

Organization structure of hotels, various departments and sub-departments in a hotel, their profile and activities.

Unit 4

Front Office: Functions and its importance, Different sections of the front office department and their importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intradepartmental coordination.

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
 - Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
 - Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).
 - Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
 - Front Office Operations – Colin Dix & Chris Baird.
 - Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
 - Managing Front Office Operations By Kasvan & Brooks
 - Principal of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continum
 - Check in Check out – Jerome Vallen
 - Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley International
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HOUSEKEEPING-I

(BVHM204)

Unit 1

Introduction: Meaning and definition Importance of Housekeeping, Responsibility of the Housekeeping Department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff – skills of a good Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department.

Unit 2

Housekeeping Procedures: Briefing, Debriefing, Gate pass, indenting from stores, Inventory of Housekeeping Items, Housekeeping control desk, Importance, Role, Co-ordination, check list, key control. Handling Lost and Found, Forms, Forms and registers used in the Control Desk, Paging systems and methods, Handling of Guest queries, problem, request, General operations of control desk.

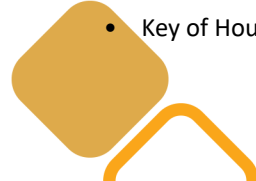
Unit 3



The Hotel Guest Room: Layout of guest room (Type), Layout of corridor and floor pantry, Types of guest rooms, Guest Room Features – Housekeeping Perspective.

Unit 4

Cleaning Science: Characteristics of a good cleaning agent, PH scale and cleaning agent with their application, Types of cleaning agent, cleaning products (Domestic and Industrial), Cleaning Equipment: Types of Equipment, Operating Principles of Equipment, Characteristics of Good equipment (Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment, Care and Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering stain removal.

Suggested Readings:

- Hotel and Catering Studies – Ursula Jones
 - Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
 - Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill.
 - Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
 - House Craft – Valerie Paul
 - House Keeping Management – Matt A. Casado; Wiley Publications
 - Housekeeping and Front Office – Jones
 - Housekeeping Management by A.K. Bhatiya.
 - Key of House Keeping by Dr. Lal
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- Commercial Housekeeping & Maintenance – Stanley Thornes
 - Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein, Managing
 - Housekeeping custodial Operation – Edwin B. Feldman
 - Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
 - Professional Management of Housekeeping Operations (II) Edn.) – Robert J. Martin & Thomas J.A Jones, Wiley Publications
 - Safety and Security for Woman Who Travel By Sheila Swan & Peter Laufer Publisher: Traveler's Tales
 - Security Operations By Robert Mc Crie, Publishe: Butterworth – Heinemann The Professional Housekeeper – Tucker Schneider,; Wiley Publications
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INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM205P)





SEMESTER – III

UNIVERSAL HUMAN VALUES


(BVHM301)

Objective:

1. To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education.
2. To help students initiate a process of dialog within themselves to know what they 'really want to be' in their life and profession
3. To help students understand the meaning of happiness and prosperity for a human being.
4. To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
5. To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

Course Outcome:

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

1. Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and process of value education, explore the meaning of happiness and prosperity and do a correct appraisal of the current scenario in the society
 2. Distinguish between the Self and the Body, understand the meaning of Harmony in the Self the Co-existence of Self and Body.
 3. Understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society
 4. Understand the harmony in nature and existence, and work out their mutually fulfilling participation in the nature.
 5. Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.
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Catalogue Description:

Every human being has two sets of questions to answer for his life: a) what to

do? and, b) how to do?. The first set pertains to the value domain, and the other to the skill domain. Both are complimentary, but value domain has a higher priority. Today, education has become more and more skill biased, and hence, the basic aspiration of a human being, that is to live with happiness and prosperity, gets defeated, in spite of abundant technological progress. This course is aimed at giving inputs that will help to ensure the right understanding and right feelings in the students in their life and profession, enabling them to lead an ethical life. In this course, the students learn the process of self-exploration, the difference between the Self and the Body, the naturally acceptable feelings in relationships in a family, the comprehensive human goal in the society, the mutual fulfillment in the nature and the co-existence in existence. As a natural outcome of such inputs, they are able to evaluate an ethical life and profession ahead.

UNIT-1 Course Introduction - Need, Basic Guidelines, Content and Process for Value Education Understanding the need, basic guidelines, content and process for Value Education, Self-Exploration—what is it? - its content and process; ‘Natural Acceptance’ and


Experiential Validation- as the mechanism for self-exploration, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario, Method to fulfill the above human aspirations: understanding and living in harmony at various levels.

UNIT-2 Understanding Harmony in the Human Being - Harmony in Myself Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (‘I’) and ‘Body’ - Sukh and Suvidha, Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer), Understanding the characteristics and activities of ‘I’ and harmony in ‘I’, Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

UNIT-3 Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship Understanding harmony in the Family- the basic unit of human interaction, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family!.

UNIT-4 Understanding Harmony in the Nature and Existence - Whole existence as Co-existence Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space, Holistic perception of harmony at all levels of existence.

UNIT-5 Implications of the above Holistic Understanding of Harmony on Professional Ethics Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models, Case studies of typical holistic technologies, management models and production systems, Strategy for transition from the present state to Universal Human Order: a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers, b) At the level of society: as mutually enriching institutions and organizations.



**Text Books:**

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

References:

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA
 2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
 3. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
 4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
 5. A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
 6. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
 7. A N Tripathy, 2003, Human Values, New Age International Publishers.
 8. SubhasPalekar, 2000, How to practice Natural Farming, Pracheen (Vaidik) KrishiTantraShodh, Amravati.
 9. E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers , Oxford University Press
 10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
 11. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
 12. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
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FOOD PRODUCTION-II

(BVHM302)

Unit – I

Equipments- Introduction, Classifications, use and Selection criterion Fuel- Introduction, Types, characteristics, advantages and disadvantages. LPG And its Commercial prospective. Pre- Preparation techniques: Introduction, types and their detail.

Unit – II

Hotel Kitchen: Introduction and its sections. Food Production Organizational Hierarchy: Introduction, duties and responsibilities of staff.

Unit – III

Larder – Introduction and importance in hotel kitchens Equipments Fish – Introduction, Types, Selection criterion, Nutritional value, and Cuts Poultry – Introduction, Types, selection criterion, Nutritional value, and Cuts

Unit – IV

Stock – Introduction, Classification, and their recipes Soup – Introduction, Classification, and their recipes Sauce – Introduction, Classification, and their recipes

Suggested Readings:

- Art of Indian Cookery, Rocky Mohan, Roli Prased
- Cooking with Masters, J. Inder Singh Kalra, Allied
- Modern cookery (Vol- I) For Teaching & Trade, Philip E. Thangam, Orient Longman
- Larousse Grastonomique- Cookery Encyclopedia, Paul Hamlyn
- The Complete Guide to the Art of Modern Cookery, Escoffier





FOOD & BEVERAGE SERVICE-II

(BVHM303)

Unit – I

Menu: - Introduction, Importance, and Types (detailed description of each type): A la Carte & TDH, Factors affecting menu item selection. French Classical Menu

Unit – II

Non Alcoholic Beverages: Classification & Services, Storage.


Unit – III

Breakfast Service: Introduction, types, features, table layouts and service. KOT

Unit – IV

Room Service: Introduction, Organization, Cycle, Equipments, Types, Menu and various forms

Suggested Reading:

- Food & Beverage Service – Dennis R. Lillicrap. & John A. Cousins. Publisher: ELBS
 - Food & Beverage Service Management- Brian Varghese
 - Food & Beverage Service Training Manual – Sudhir Andrews, Tata MC Graw Hill. Food
 - & Beverage Service Lillicrap & Cousins, ELBS
 - Introduction F & B Service – Brown, Heppner & Deegan
 - Menu Planning- Jaks Kivela, Hospitality Press
 - Modern Restaurant Service- John Fuller, Hutchinson
 - Professional Food & Beverage Service Management- Brian Varghese
 - The Restaurant (Form Concept to Operation)
 - The Waiter Handbook By Graham Brown, Publisher: Global Books & Subscription Services New Delhi.
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PERSONALITY SKILLS FOR HOSPITALITY (BVHM304)

Unit – I

- a) **Personality Enrichment**
Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and Misuse, Art of good Conversation, Art of Intelligent Listening
- b) **Etiquettes & Manners**
Social & Business Dinning Etiquettes, Social Travel Etiquettes-Bus, Car and flight

Unit – II

- c) **Personality Development Strategies**
Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business
- d) **Interpersonal Skills**
Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place


Unit – III

- e) **Group Discussion**
Team behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression
- f) **Telephone conversation**
Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

Unit – IV

- g) **Presentation**
Presentation skills, seminars skills role – plays
- h) **Electronic Communication Techniques: E mail, Fax,**

Suggestion Readings:

- Personal management and Human Resources, by C.S.Venkata Ratanam and B.K. Srivastave, Published by Tata Mc Graw Hill Publishing Ltd, New Delhi.
 - Human Behavior at Work, By: Keith Davis, Published By: Tata Mc Graw Hill Pub. Ltd, New Delhi.
 - =I AM OK, You are OK, by: Thomas A. Harris, Published By: Pan Books, London and Sydney
 - Pleasure of your Company, by: Ranjana Salgaocar, Published By: Pyramid Published Goa
 - How to get the job you want, by: Arun Agarwal, Published By: Vision Books, New Delhi
 - Get That Job, Rohit Anand & Sanjeev Bikhchandani, Harper Collins
 - How to succeed at interviews, by: Sudhir Andrews, Published By: Tata Mc Graw Hill Pub. New Delhi.
 - Interview for all competitive exams, G.K. Puri, Published by: I.I.M, Near Masjid Road, New Delhi.
 - Introduction to Hospitality Industry – Bagri & Dahi, Aman Publications New Delhi
 - Interview in a nutshell, S.K. Sachdeva, Published by: Competition Review Pvt. Ltd.
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INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM305P)





SEMESTER - IV

ACCOUNTING SKILLS FOR HOSPITALITY

(BVHM401)

Unit – 1

Accounting: Business Transaction and Basic Terminology Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit – 2

Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books – Cash, Sales & Purchase books, Bank Reconciliation statement.

Unit – 3

Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem, Unit – 4 Depreciation Reserves and Provisions – Meaning, basic Methods, Computer Application- Preparation of Records and Financial Statements

Books Recommended:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, Kalyani Publisher Ludhiana
- Hotel Accounting Earnest B. Horwath & Luis Toth
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D' Cunha Publisher: Dicky,s
- Enterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River NewJersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla & C. Juneja• Introduction to Accountancy, T.S. Grewal





FRONT OFFICE-II

(BVHM402)

Unit 1

Organization structure of front office of different category of hotels, Qualities of Front office staff, Job description and specification of front office staff

Unit 2

Equipments used at front office – Room Rack, Mail Message, and Key Rack, Reservation Racks, Information Rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register Support Devices, Telecommunications Equipments, Knowledge of rooms and plans, Basis of Room charging, Tariff fixation

Unit 3

Front desk operations & functions during different stage of guest cycle. Role and functions of lobby manager, handling complaints

Unit 4

Reservation: Concept, importance, types, channels and systems, Procedure of taking reservation, Overbooking, amendments and cancellations, Group Reservation: Sources, issues in handling groups, procedure

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher Tata Mac Graw Hill
 - Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
 - Font Office – operations and management – Ahmed Ismail (Thomson Delmar).
 - Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
 - Front Office Operations – Dix & Chris barid.
 - Front Office Operations Management- S.K Bhatnagar, Publisher: Frank Brothers
 - Managing Front Office Operations By Kasavana & Brooks
 - Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum
 - Check in Check out – Jerome Vallen
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HOUSEKEEPING –II

(BVHM403)

Unit – 1

Cleaning of Public Areas: Cleaning Process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/Restaurant/ bar/ banquet Halls/ Administration offices/ Lifts and Elevators/ Staircase/back areas/ Front areas/ Corridor), Pest Control: Types of pests, Control procedures, Safeguarding Assets: Concerns for safety and security in Housekeeping operations, Concept of Safeguarding assets.

Unit – 2

Cleaning of Guest Rooms: Daily cleaning of (Occupied/ Departure vacant Under repair VIP rooms, Weekly cleaning /spring cleaning, Evening service, System & procedures involved. Forms and Formats, Guestroom cleaning – Replenishment of Guest supplies and amenities.


Unit – 3

Housekeeping Supervision: Importance of inspection, Check- list for inspection, Typical areas usually neglected where special attention is required, Self- supervision techniques for cleaning staff, Degree of discretion/ delegation to cleaning staff.

Unit – 4

Linen/ Uniform Tailor Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, Linen Inventory system, Uniform designing: Importance, types, characteristics, selection, par stock.

Suggested Readings:

- Hotel and Catering Studies – Ursual Jones
 - Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS)
 - Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill
 - Hotel Housekeeping – Operations & Management: G. Raghubalan, Oxford University Press
 - House Craft – Valerie Paul
 - House Keeping Management by Dr. D.K. Agarwal
 - Housekeeping and Front Office – Jones
 - Housekeeping Management – Magaret M. Leappa & Aleta Nitschke
 - In House Management by A.K. Bhatiya
 - Key of House Keeping by Dr. Lal
 - Commercial Housekeeping & Maintenance – Stanley Thornes
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FOREIGN LANGUAGE FRENCH/GERMAN/ KOREAN (BVHM404)

Unit-1

Vocabulary & written expression: Les accents, les salutations. Grammar : Les pronoms sujets, les verbes être et avoir, les jours de la semaine. Oral / Situation: to be given by concerned teacher.

Unit-2

Vocabulary & written expression : Se présenter, les nombres cardinaux, Les mois de l'année. Grammar : Les verbes du premier groupe, l'article indéfini. Oral / Situation: Présentez-vous.


Unit-3

Vocabulary & written expression: Présenter quelqu' un, L'expression de temps. Grammar: Les verbes du deuxième groupe, l'article défini, Pluriel des noms Oral / Situation: Présentez votre ami(e), votre famille.

Unit-4

Vocabulary & written expression: Demander l'identité d'un objet ou personne, les verbes aller et venir. Grammar: Négation, L'interrogation << Qu'est- ce que c'est?>> ; <<Qui est-ce?>>; Féminin et pluriel des adjectifs. Oral / Situation: Décrivez votre personnalité et votre ville. Simple translation and Comprehension based on simple text.

Suggested Books:

- .Larousse compact Dictionary: French-English/ English-French
 - Conjugaison - Le Robert & Nathan
 - Larousse French Grammar
 - Grammaire Collection "Le Nouvel Entraînez vous" level debutant
 - Parlez à l'hotel by A. Talukdar
 - A Votre Service 1
 - French for Hotel and Torism Industry by S.Bhattacharya
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INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM405P)





SEMESTER – V

INTRODUCTION TO TOURISM

(BVHM501)

Unit 1

Meaning, definition, characteristics and types of Tourism, components of Tourism, tourism as an industry.

Unit 2

History of Tourism through ages, linkages of tourism with other subjects like History, sociology, geography, management and economics, Economic impacts of tourism


Unit 3

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit 4

Explaining of the terms- Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism.

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry ii1 India, Prentice Hall, New Delhi, 1976
 - Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
 - Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
 - McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
 - Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
 - Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
 - . Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976
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REGIONAL CUISINE (BVHM502)

Unit 1

Concept of cuisine, Indian Cuisine Cuisines of Kashmir, Himachal & Uttarakhand: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Cuisines of Punjab, Haryana & Delhi: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialties during Festivals and Other Occasions, Community Foods.

Unit 2

Cuisines of Rajasthan & Gujarat: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialties during Festivals and Other Occasions, Community Foods. Cuisines of Maharashtra & Goa: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialties during Festivals and Other Occasions, Community Foods.


UNIT 3

Cuisines of Andhra Pradesh, Tamil Nadu & Kerala: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialties during Festivals and Other Occasions, Community Foods. Cuisines of Awadh, Bengal & Odisha: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialties during Festivals and Other Occasions, Community Foods.

UNIT 4

Indian Sweets & Desserts: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features, Key Ingredients, Popular Sweets, Seasonal Sweets, Special Equipments, Specialties during Festivals and Other Occasions. Food of India: Jain Food, Parsi Food, Home Style Cooking, Tandoori Foods, Dum Style of Cooking, Traditional Cooking Delights, North Eastern Indian Foods, Food of Madhya Pradesh

Suggested Readings

- Quantity Food Production Op. and Indian Cuisine – Parvinder S Bali, Oxford University Press
 - A Taste of India By Madhur Jafferey - John Wiley & Sons
 - Indian Gastronomy – Manjit Gill, DK Publishers
 - Food of Haryana: The Great Desserts – Dr Ashish Dahiya, University Press, MDU
 - The Essential Kerala Cookbook Paperback by Vijayan Kannampill
 - My Great India Cook Book – Vikas Khanna
 - Modern Cookery (Vol –I) By Philip E. Thangam, Publishers: Orient Longman
 - Practical Cookery By Kinton & Cessarani
 - Flavours of the Spice Coast – K M Mathew
 - Practical Professional Cookery By Kauffman & Cracknell
 - Professional Cooking by Wayne Gisslen, Publisher Le Cordon Bleu
 - Theory of Catering by Kinton & Cessarani
 - Theory of Cookery By K Arora, Publisher: Frank Brothers
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ACCOMMODATION MANAGEMENT (BVHM503)

Unit – 1

Housekeeping Budgeting: Concept & Importance, The Budget Process, Operational and capital budget, Housekeeping Room cost, Housekeeping Expenses

Unit – 2

Laundry Management: In- house Laundry vis contract Laundry: merits & demerits, Layout, Laundry, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/ Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal, Laundry detergents.


Unit – 3

Planning Trends in Housekeeping: Planning Guest rooms, Bathrooms, Suites, Lounges, landscaping, Planning for the provision of Leisure facilities for the guest, Boutique hotel concept. Planning and Organizing in the House Keeping: Area Inventory list, Frequency schedules, Performance standards, Productivity Standards, Inventory Levels, Standard Operating Procedures & Manuals, Job Allocation, Manpower Planning, Planning duty roster.

Unit – 4

Special Provisions for Handicapped Guests: Guest room – added features and modifications, Public Areas: Wash – rooms, restaurants, main entrance etc. added features and modifications. Situation Handling/ Service Design, for typical Market Segment (Safety, security & Comfort); Airlines crew guest rooms, single lady guests, Children, Typical house- keeping complaints, situations handling, Interdepartmental coordination specially with Room- service, Maintenance, Telephone, security and front desk.

Suggested Readings:

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
 - Hotel and Catering Studies – Ursual Jones
 - Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill
 - House Craft – Valerie Paul
 - House Keeping Management by Dr. D.K. Agarwal
 - House Keeping Management for Hotels, Rosemary Hurst, Heinemann
 - Housekeeping and Front Office – Jones
 - Housekeeping Management – Margaret M. Leappa & Aleta Nitschke
 - In House Management by A.K. Bhatiya
 - Key of House Keeping by Dr. Lal Commercial
 - Housekeeping & Maintenance – Stanley Thornes
 - Hotel Housekeeping Operations & Management – Reghubalan, Oxford University Press.
 - Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burtein, Publishers: CRC
 - Managing Housekeeping Custodial Operation – Edwin B. Feldman
 - Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
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FOUNDATION COURSE IN MANAGEMENT (BVHM504)

Unit 1

Concept and Nature of Management: Concept & Definitions, Features of Management, Management as Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches to Management (Classical, Behavioral, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit 2

Planning – Process and Types, Decision Making Process, Management by Objectives (MBO), Forecasting


Unit 3

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit 4

Motivation – Concept and concept and content theories, Communication – Process, Barriers and types, Leadership – concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling.

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
 - Essential of Management Koontz & Wrihrich Tata Mc Graw – Hill Publishing Co. Ltd.
 - Essentials of Management – Chatterji
 - Essentials of Management – Koontz & O’donnel
 - Fundamentals of Management – J.S. Chandran Principles of management- P.N, Reddy
 - Management – Stoner & Freeman
 - Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
 - Management Stoner, Freeman & Gilbert Prentice Hall of India Pct Ltd
 - Management Tasks – Peter F Drucker Management Prcess – Davar R
 - Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
 - Management Today: Principles and Practice – Burton, Jene, Tata Mc Graw Hill Publishing Co. Ltd.
 - Management: A global perspective, Weihrich, Henz and Koontz, Harold, New Delhi: Tata Mc Graw- Hill Publication Company, 1993.
 - Personnel Management & Industrial Relations – Verma & Agarwal
 - Satya Raju/ Management – Text & Cases, Prentice Hall of India
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INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM505P)





SEMESTER – VI

FOOD & BEVERAGE MANAGEMENT

(BVHM601)

Unit – 1

Restaurant Planning: Introduction, Planning & Operating various F & B Outlets and support, ancillary areas, Factors- Concept, Menu, Space & Lighting, Colours and Market, Restaurant Design team. Restaurant Problems and Guest Situation Handling – (thumb rules)

Unit – 2

Buffet: Introduction, Types, Buffet Sectors, Equipments Used, Factors, Space requirements & Checklist, Buffet Presentation, menu planning, staff requirement, Buffet Management. Function Catering: Introduction, Types of Function, Function Administration & Organization- Booking Procedure, Menus, Function contracts, Seating Arrangements. Other Catering Operations: Off- Premises Catering, Hospital Catering, Industrial & Institutional Catering, Airline & Railway catering, Home Delivery, Take away, Afternoon & High Teas: Introduction, Menu, Cover & Service.

Unit – 3

F & B Control- Overview: Introduction, Objectives of F & B Control, Problems in F & B Control, Methodology of F & B Control, Personnel Management in F & B Control. Cost & Sales Concepts: Definition of Cost, Elements of Cost, Classification of Cost, Sale defined, Ways of expressing sales concepts. Cost Volume/ Profit Relationships (Bread- even analysis).

Unit – 4

Budgetary Control: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets. Budgeting for F & B Operations

1. Food & Beverage Control: Purchasing Control, Receiving Control, Storing and Issuing Control, Food Production Control, Food/ Bev Cost Control, Food/ Bev Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes
2. Menu Management: Introduction, Types of Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing, Tool.

Books Recommended

- Financial & Cost control techniques in hotel & Catering Industry – Dr J.M.S. Negi
 - Food & Beverage Control By: Richard Kotas and Bernard Davis
 - Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers.
 - Food & Beverage Management By: Bernard Davis & Stone
 - Food & Beverage Service- Dennis R. Lillicrap. & John.A. Cousins. Publisher: ELBS
 - Food & Beverage Service Management- Brian Vargese
 - Food & Beverage Service Training Manual- Sudhir Andrews, Tata Mc Graw Hill.
 - Hotel & Catering Costing & Budgets, RD. Boardman, Heinemann
 - Introduction F & B Service- Brown, Heppner & Deegan
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HOSPITALITY MARKETING (BVHM602)

Unit I

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, Product Concept, Selling Concept, The Marketing Concept, Societal Marketing Concept; Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit II

Marketing Environment, Consumer Markets and Consumer Buyer Behavior : Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, Buying Decision Process.


Unit III

Distribution Channels, Product Pricing and Services Strategy: Nature and Importance of Distribution System, Marketing Intermediaries, Meaning of Product, Product Classification, Individual Product Decisions, Product Life Cycle, and Approaches to hospitality service pricing.

Unit IV

Public Relations, Sales Promotions and Integrated Marketing Communication : The Marketing Communications Mix, Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, Public Relation Process, Personnel Selling, Direct Marketing, Technology and its applications in Marketing.

Suggested Readings:

- Services Marketing – Ravishankar
 - Services Marketing – Zeital Valerire – A and Mary Jo Baiter Publisher: Mc Graw Hill Company
 - Service Marketing - Wood ruffe Helen Publisher Macmillan
 - Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma,
 - Professional Manager’s Library, Global Business Press
 - Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
 - Hospitality & Travel Marketing, Alastair M. Morrison
 - Strategic Hotel and Motel Marketing – Hart & Troy
 - Marketing for Hospitality Industry – Robert
 - Marketing Management in South Asian Perspective, Kotler, Philip, Kevin Keller, A. Koshy and M.Jha,-
 - Pearson Education, New Delhi
 - Marketing – Kerin, Hartley, Berkowitz and Rudelium, TMH, New Delhi
 - Marketing: Concepts and Cases – Etzel, Micael J, TMH, New Delhi
 - Tourism Marketing – Manjula Chaudhary, Oxford University Press
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HOTEL LAWS (BVHM603)

Unit – 1

Introduction to Indian Hospitality & Related Laws in India Introduction, Legal Perspectives, Key Issues, The legal requirements prior and at the time of doing Hotel Business.

Unit – 2

Laws Related to Hotel Operations in India: Doing Hotel Business in India, Business Contracts, Hotel Licenses and Regulations, Hotel Insurance, Patent Laws and Trade Marks What is franchising? The Franchise Contract, Trade Regulations Hotel Management Contract.

Unit – 3

Laws Related to Employees, Guests, Public Health & Safety: Introduction and Overview of Labour Laws, Hospitality Laws, Public Health and Environmental Laws

Unit – 4

Laws Related to Food & Beverage Services: Food Legislation (Prevention of Food Adulteration Act, No Smoking Laws etc.) And Liquor Licensing,

Suggested Readings:

- Hotel Law by Amitabh Devendra , Oxford University Press
- Hotel & Tourism Laws by Jagmohan Negi
- Related Guidelines & Reports from Ministry of Tourism, Govt of India
- Principles of Business Law- Aswathappa. K.
- Legal Aspect of Hospitality Management Second Edition, By John E.H. Sherry, Publisher Wiley & sons





HUMAN RESOURCE FOR HOTELS (BVHM604)

Unit – 1

Concept of HRM and HRD; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit – 2

Job, role and competence analysis; human resource planning; recruitment and selection; induction; Redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

Unit – 3

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit – 4

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360 degree feedback.

Book Recommended

1. Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal
2. Singh
3. Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan
4. Negi
5. Human Resource Development Practice in Travel and Tourism – S.C. Bagri Human Resource Management in Hospitality – Malay Biswas





INDUSTRIAL TRAINING/ ON JOB TRAINING/ WORKSHOP (BVHM605P)





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