

Detailed Course Contents

Semester – I

Sl. No.	Subject Code	Subject	Theory 100		Practical 100	
			Int. 30	Ext. 70	Int. 30	Ext. 70
1.	BHM- 101	Introduction to Hospitality, Hotel and Hoteliering	30	70	-	-
2.	BHM- 102	Growing Dimensions of Travel and Tourism Sector	30	70	-	-
3.	BHM- 103	Introduction to Computers Application	30	70	-	-
4.	BHM- 104	Principles of Management	30	70	-	-
5.	BHM - 105	Basics of Communication	30	70	-	-
6.	BHM- 106	Conceptual Framework of Marketing	30	70	-	-
7.	BHM- 107	Contemporary Ecological and Environmental Issues	30	70	-	-
		Total Marks	700			

Industrial Visit: *Students, accompanied by two faculty members, shall have to go on a week- long Industrial visit so as to have the feel of the Industry.*

BHM- 101: Introduction to Hospitality, Hotel and Hoteliering

Corse Objective: *The course has been designed to inculcate basic understanding on ‘conceptual’, ‘developmental’ and ‘structural’ perspectives of Hospitality Sector with special reference to Hotel and Hoteliering Business.*

Module I:

- Hospitality: Origin of the concept; meaning, nature & dimensions.
- Accommodation: Type and forms; changing concepts over time.
- Origin and growth of Hotel industry with special reference to India.
- Distinction between Hotel, Motel and Resorts. Types of Motels, Emerging dimensions of Heritage Hotels
- Type and forms of hotels: Classification, Registration and Gradation of hotels in Indian context.

Module II:

- Core departments of a standard hotel: Front Office, Food Production, F&B Service, Housekeeping and Back office etc.
- Organizational structure of a standard international hotel.
- Linkages and Integration in hotel and hoteliering business: Inter-sectoral and Intra-sectoral.
- Front Office – Functions, significance and scope

Module III:

- Housekeeping Operations Organization and Functions
- Study of Ancillary departments with Linen Room and Laundry Operations
- Food Production Department – Key Functions, scope and significance
- Food and Beverages Service – Main Functions, Operations, scope and significance Management of F&B

Module IV:

- Manpower requirement in hotel sector
- Existing training institutions/faculties with special reference to India.
- Marketing of hotel services, opportunities, scope and constraints, especially in Indian contest.
- Impact of hotels on National, regional and local economy

Module V:

- Role of public sector in the development of Hotel and Hoteliering sector in India; Contribution of I.T.D.C. and State Tourism Departments/Corporations.
- Multinational hotel chains and their impact on hoteliering business with special reference to Developing countries; Major Multinational Hotel chains operating in India.
- Hotel Marketing – Practices, Approaches, Constraints and Challenges.
- Present status of Hotel Business in India – Status and Scope

Suggested Readings:

Andrews, Sudhir : Hotel Front office, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Hotel House keeping, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Food and Beverage Service, Tata Mc Graw Hill, New Delhi.

Paul R. Dittmer, Gerald G. Grifitin : Dimensions of the Hospitality Industry, Van Nostrand reinhold New York.

Peter Jones : Introduction to Hospitality Operation, Cassell, New York.

Fred Lawson : Hotels & Resorts, Planning, Design and Refurbishment, Butter worth-Architecture, Oxford.

Donald E. Lindbergh : The Hotel and Restaurant Business, Van Nostrand Reinhold, New York.

BHM- 102: Growing Dimensions of Travel and Tourism Sector

Course Objective: *This module aims at creating a clear perception of the incumbents on conceptual and philosophical framework of Tourism. It defines the core terminology of the discipline; explains the various influences and processes responsible for the tremendous development of the leisure business; and outlines the likely positive and implications of tourism industry. At the end, it makes the candidates to closely examine India's performance in International Tourism in the light of country's Tourist Resource potential.*

Module I

- Tourist and Tourism: Definition, Meaning, Nature and Scope
- Concept of Resource, Attraction, Product, Market, Industry and Destination in tourism
- Indispensable ingredients of Tourism(Components of Tourism), Elements of Tourism
- Types and Typologies of Tourism
- Leisure, Recreation and Tourism interrelationship(s)
- Tourism, hospitality and Hoteliering – inter-relationship and interdependence

Module II

- Travel and Tourism through the ages
- Emergence of Neo tourism
- Over-view on Global Tourist Traffic and receipt patterns over the decades.
- Factors affecting growth of International Tourism; Concept of Push and Pull forces in Tourism; Travel and Tourism motivators. Relevance of Understanding Tourism, Motivations. Travel de-motivators
- Impact of Industrialization and Technological advancement. Future Perspective

Module III

- Tourism Infrastructure – Types, Forms and Significance
- Infrastructure with special reference to Accommodation and transport sectors.
- Organizational infrastructure of Tourism in India at Central and State levels.
- Travel Agency and Tour Operations Sector – Definition and Differentiation; Functions, scope and significance
- Brief Overview on Functions and Importance of WTO, PATA and IATA

Module IV

- Concept of demand and supply in Tourism; Unique features of Tourist Demand. Complimentarity in Tourist Demand - Tourist decision making and buying process and the various influencing factors there-in.
- Tourism Supply mix and need for integrated approach; Constraints in creating ideal destination/supply mix
- Chain of distribution in tourism and the significance of vertical and horizontal integration. Interdisciplinary, trans-disciplinary and multi-disciplinary nature of Tourism. Need for different approaches to study Tourism

Module V

- Economic impacts of Tourism; income and employment multiplier affects.
- Socio-Cultural implications of tourism; ‘Tourism – environment inter-relationships’
- India's performance in International tourism - trends, problems and grey areas;
- Tourism Policy of India.

Recommended Books

A. K. Bhatia, 'Tourism Development: Principles, Practices and Philosophies', Sterling Publishers, New Delhi
McIntosh, Robert, W Goeldner, R Charles, 'Tourism: Principles, Practices and Philosophies " John

Wiley and Sons Inc. New York 1990

JMS Negi, 'Tourism Travel- Concepts and Principles " Geetanjali Publishing House, New Delhi, 1990 4. R

N Kaul, 'Dynamics of Tourism: A Trilogy', Sterling, New Delhi

PN Seth, 'Successful Tourism Planning and Management', Cross Section Publications

Holloway, Christopher: Business of Tourism.

BHM- 103: Introduction to Computers Applications

Course Objective: *This module has been planned to create basic understanding on the structural and functional aspects of computers so that, in the subsequent semesters the incumbent students are readily able to assimilate the intricacies of computer applications with special reference to Hotel Management.*

Module I - Introduction and Organization of computers:

- Computers – Introduction and Characteristics, ,
- Block Diagram of computer Computer.
- Input and Output Units of computer,
- Computer Memory, RAM, ROM, PROM, EPROM, EEPROM; Stable and dynamic memory; Primary and Secondary memory,
- Magnetic Hard disk, Floppy disk, CD-ROM, Disk Cartridges etc.
- Hardware and Software.

Module II - Introduction to Windows & MS Word:

- Windows - Functions and Advantages
- Introduction to Word
- Viewing, Creating, Opening and Saving a Document
- Editing and Formatting Text
- Proofing a Document
- Mail Merge

Module III - MS Excel

- Excel – Nature; Significance and Scope
- Starting Excel
- Working with a Spreadsheet
- Editing the Worksheet
- Formulae in Excel
- Selecting, Inserting and Deleting Sheet

Module IV - MS Power point:

- Introduction to 'Power Point'; viewing and creating presentations.
- Entering and Editing Text
- Formatting Text
- Drawing and Rotating Objects

Module V- Internet

- Introduction
- Understanding 'www'
- Sending and receiving email; Accessing News groups/Websites
- Downloading Files
- Face book: concept and significance; Establishing Web Presence

Suggested Readings:

Braham, B. Computer System in Hotel and Catering Industry, Casseu, 1998.

Basandra, S.K. Computer Today, New Delhi: Golgothia Publications.

Clark, A. Small Business Computer Systems, Hodder and Stoughton, 1987.

London, K.C. and London. J.P. Management System Information System – a contemporary perspective, Mc. Milan. 1988.

BHM- 104: Principles of Management

Course Objectives: *This module explains meaning of management and analyses its process in modern organizations including various aspects of the Hotel Industry. It gives the basic knowledge about the evolution and importance of the various concepts of Management. It also aims at making the student deal with the decision making aspects in their day to day work.*

Module I- Introduction to Management:

- Management – definition, nature/and scope
- Objectives and levels of management
- Art and Science of management
- Basic principles of management
- Functions of management

Module II-Evolution of Management Thought

- The Operational School
- The Empirical School
- The Human Behaviour School
- The Social System School
- Scientific Theory of Taylor

Module III-Planning and Organizing

- **Planning-** definition, nature and relevance
- Planning Process – steps and stages
- **Organizing** - meaning, characteristics, importance and scope
- Types of Organizational structures

Module IV-Staffing and Directing

- **Staffing-** meaning and scope
- Process of Staffing
- **Directing** – meaning and scope
- Leadership; types of leadership; leadership qualities
- Motivation – meaning and scope; Theories of Motivation
- Significance of motivation in effective management/modern management
- Communication – meaning and types; Business communication – scope and process
- Barriers in communication

Module V-Coordination and Control

- Coordination – nature, scope and approaches
- Importance of Coordination; barriers and grey areas
- Meaning and Importance of controlling
- Process of Control
- Factors influencing the process of control

Suggested Readings

Essential of Management – Harold Koontz & Heinz Weirich.
Management – H. Koontz & Cyril O’ Donnell.
Management Theory – Jungel, H. Koontz

BHM- 105: Basics of Communication

Course Objectives: *The basic objective of the course is to help the students to acquire and develop communication skills necessary for efficient management, and also to understand the significance of effective communication in an organization. The module has been designed keeping in mind the various aspects of communication necessary for day-to-day transactions with Special reference to Hotels, Restaurants and other Hospitality Institutions.*

Module – I Communication

- Communication – need *vis a vis* necessity
- Types and modes
- Nature and scope
- Models
- Directions of Communication
- Barriers to Communication
- Overcoming the barriers

Module – II Listening on the Job

- Definition
- Place, purpose and process
- Levels and types of Listening
- Listening barriers
- Guidelines for effective listening
- Automation and the changing frontiers of listening

Module – III Effective Speaking in Hospitality Business

- Generic queries vs. Restaurant and Hotel terminology
- Significance of polite communication in the context of hoteliering
- Communication with/in group
- Qualities of a good Speaker
- Audience analysis
- Defining the purpose of speech, organizing ideas and delivering speech.

Module – IV Non-Verbal Communication

- Definition, importance vs. inevitability
- Kinesics: odd movements, gestures, postures and eye contact etc.
- Proxemics: use of space in communication
- Paralanguage: Vocal Behaviour and its impact on verbal communication
- Communicative Use of Artefacts – furniture, plants, colours and architects etc.

Module – V Speech improvement

- Pronunciation, stress and, accent
- Signifiability of effective of Speech in hospitality industry, especially in hotels.
- Common phonetic difficulties and Connective drill Exercises
- Acquaintance with frequently used foreign sounds – need and significance
- Telephonic communication – nature, scope and relevance in the context of hotel industry
- Developing Telephone Skills – principles and practices

Suggested Readings:

.Kaul Asha, ‘ *Business Communication* ’ Prentice Hall of India, New Delhi 1999
Lesikar, Pettit, ‘ *Business Communication* ’ Richard Irwin Inc., All India Traveller Bookseller Delhi 1996
Murphy and Hildbrandt, ‘ *Essentials of Business Communication* ’, Mc Graw Hill International, New York

BHM- 106: Conceptual Framework of Marketing

Course Objectives: *This course of study aims to provide a first hand but systematic information on marketing so that the incumbents can spontaneously understand the theoretical and practical framework of marketing with reference to Hospitality Sector during the subsequent semesters.*

Module I:

- Nature Importance and Core Concept of Marketing
- Different Orientation towards Market Place.
- Marketing Management Process. Concept of P's in marketing.
- Service marketing - unique features & challenges
- Applicability of Marketing principles with special reference to travel and hospitality industry.

-Module II:

- Marketing Analysis, Researching & Selecting Target Markets: Marketing Information System and measuring and forecasting Demand;
- Concepts and methods of Market Segmentation, Market Targeting.

-Module III:

- Competitive Differentiation, Product Positioning, New Product Development, Marketing Strategies at different stages of product Life Cycle

-Module IV:

- Planning Marketing Programmes
- Product Strategies: Product line, Product Mix, Branding, Packaging, Pricing Strategies Management of Distribution.

-Module V:

- Controlling Marketing Programmes :
- Designing communication & Promotion mix : Advertising Sales Promotion, -Publicity, Personal Selling , Direct Marketing, Evaluation and Control of Marketing programmes.

Suggested Readings:

- Philip Kotler, 'Marketing Management: Analysis, Planning, Implementation &Control', Prentice Hall of India Pvt. Ltd.
- Philip Kotler Gary Armstrong , 'Principles of Marketing'- PHI Ltd.
- Ramaswami., 'Marketing Management - Fundamentals of Marketing' William J. Stouton, Mc Graw Hill Co.

BHM- 107: Contemporary Ecological and Environmental Issues

Module - I

- Environment: Definition, concept and scope
- Physical and Biotic Components of Environment
- Atmosphere, Hydrosphere, Lithosphere and Biosphere - *Structure, functions and significance*
- Problem of degradation and deterioration of environmental quality vis a vis environmental hazards
- Major environmental threats in contemporary context; Causes and effects of global warming, depletion of ozone layer, increasing incidences of atomic radiations, acid rain, unpredictable meteorological conditions, problems related to air, water, noise and land pollutions; loss of bio-diversity

Module - II Ecology: Concept and principles; Relevance of ecology in contemporary concept
Understanding ecological terminology – habitat, niche, Ecosystem, food chain, food pyramids, species, population and community
Concept of succession
Inter-specific and intra-specific relationships in biotic communities – antagonism, commensalisms and symbiosis
Significance of food chains tropic levels in sustained conservation of nature and natural resources

Module - III – Sate of Biotic resources

Renewable and Non-renewable natural resources
Biotic Resources of the world; zoogeographic and phytogeographic zones of the world
Forest Resources: significance and existing status; Conservation strategies – scope and limitations
Wildlife: Status; trends of extinction; reasons for extinction of animal and plant species
On-going efforts for conservation of vulnerable and endangered species; special projects and schemes
State of forest and Wildlife resources in India
National Parks and Wildlife sanctuaries – concept, purpose and scope
Leading national parks, wildlife sanctuaries and biosphere reserves of India

Module - IV: Status of Water resources, Mineral resources, Land Resource and Energy Resources
Types and use of water resources; over-utilization of surface and ground water resources
Major Problems related to water resources; scarcity of potable and irrigational water; floods and draughts;
Benefits and burdens of damming

Mineral Resources: type of mineral resources; use and over-exploitation; consequences of over exploitation
Mineral wealth of India
Land resources: Land as resource; land degradation; control of land degradation

Energy Resources: Growing energy needs; sources of energy; Implications of Nuclear power energy
Sources of non-conventional energy; advantages of non-conventional energy.

Module V: Environmental Conservation – issues, strategies and Institutions
Need for Environmental and ecological conservation
Role and contribution of IUCN, WWF and UNESCO in conservation of Nature and Natural Resources
Role and contribution of NGOs and other Volunatry Organization; case study of Chipko movement

Legal and Regulatory Framework for conservation of environment and Natural resources in India; Silent features of The Air Act , 1981; The Water(Prevention and Control of Pollution)Act, 1974; Wildlife protection Act, 1972; The environment (Protection)Act, 1986 and The Indian Forest Act, 1927
Issues involved in effective enforcement of environmental regulations in India

Suggested Readings:

Abbasi SA: Environment Everyone, Discovery Publishing House, New Delhi
Bandhu, Desh, Environment Management, Indian Environment Society, New Delhi
Djameja, Suresh K, Environment Engineering and Management, S K Kataria & Sons , New Delhi
Peavy, Howard S etal; Environmental Engineering, Mc Graw Hill International Edition, New York
Thakur Kailash, Environmental Protection Law & Policy in India, Deep and Deep Publications, New Delhi
Tripathi A K & Bhatt VB, Changing Environmental Ideologies, Ashish Publishing House, New Delhi
Uberoi NK, Environmental Management, Excel Books, New Delhi