

BACHELOR OF HOTEL MANAGEMENT

III semester

SEP

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Front Desk Operations	Course code:24MJBHM3L1
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Understand the process of various types of reservations.
2. Manage front desk operations.
3. Understand the functions of telephone section in hotel management.
4. Learn systematically to record financial transactions

Module	Description	Hours
1	RESERVATION OPERATIONS: Reservations and sales, Reservation inquiry – CRS, Inter sell Agencies, GDS, Internet and Property K, Direct. Group Reservations, Reservation reports.	06
2	FRONT DESK OPERATIONS: Information, Role Of Information Handling of mails, registered posts, parcels etc., Handling of messages, Handling of guest room keys. Paging Providing information to the guest. Aids used in Information Section. Reception Introduction to reception Coordination between FO and other departments Types of keys and their control Room change procedure Preparation of expected arrival & Departure Reports Preparation of other document Preparation of Guest History Card. Arrival procedure – FIT, FFIT, Walk-in, Scanty Baggage, Corporate guest & Group Departure procedure – FIT, FFIT, Walk-in, Scanty Baggage, Corporate guest & Group Records and forms used Job description and specification – Receptionist	18
3	TELEPHONE : Role of telephone Department, Staff organization, Telephone etiquette Records and forms used, Special features for hotels – HOBIC, CAS etc., Types of calls, front office and guest safety and security, Importance of security system Safe Deposit Key Control Emergency situations – accident, illness, theft, fire, bomb threat etc.	05
4	REGISTRATION : Objectives, Legal obligations Pre-registration, Types of registration methods/records. Registration procedure – FIT , FFIT, Walk-in, Scanty Baggage, VIP, Crew and Group guests When guests cannot be accommodated – Walk-in Guests, guests with non-guaranteed reservations and guests with guaranteed reservations. Reports Records and forms used	12

	Equipment.	
5	FO CASH AND ACCOUNTING : Role of FO Cash section at stages of the guest cycle Job, description of FOC Departure procedure - FIT , FFIT, Walk-in, Scanty Baggage, VIP, Crew and Group guests Security Deposit Box handling Credit Card Handling procedure Foreign Currency exchange procedure Reports Records and forms used Equipment Accounting Fundamentals – Accounts, folios, vouchers, POS, ledgers FO accounting cycle. Creation and maintenance of accounts Guest and non guest accounts Accounting system – non automated, semi automated and fully automated.	15

References:

1. Hotel Front Office – Sudhir Andrews, Tata McGraw-Hill.
2. Front office Management – James A Bardi, Wiley India
3. Hotel Front office: Operations and Management – Jatashankar R Tewari, Oxford

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Interior Decoration In Hospitality	Course code:24MJBHM3L2
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Know the scope of Interior decoration in hotel management.
2. Understand the different types and styles of furniture.
3. Analyze the sources of color and knowledge of wall covering and floor finishing materials.
4. Gain knowledge about indoor and outdoor plants & flowering arrangements and maintenance.

Module	Description	Hours
1	INTERIOR DECORATION : Introduction, Definition, Design, Elements of Design, Principles of Design,	06
2	COLOR AND LIGHT : Introduction, Color wheel, Importance, characteristics, Classification Color Schemes, Layout of room lighting plan Types, classification Sources Uses	08
3	FURNITURE AND FURNISHINGS : Introduction ,Types of Furniture ,Types of Joints ,Principles of furniture arrangement Styles of furniture Chippendale, Victorian, French, Royal, Contemporary, Oriental, Scandinavian, Types of furnishings, Use of furnishings ,Care of furnishings	14
4	WALL COVERINGS AND FLOOR FINISHES : Types – Paints, fabric, wood, plastic, tiles, wall paper .Selection of wall coverings Care of wall coverings Types of Windows – 10 types Window treatment – stiff (blinds, shutters, shades, screens), soft (curtains, swags, valances)Types of floor finishes(hard – granite, marble, tile, semi hard – rubber linoleum, cork, wood, Soft-carpet and types of carpets, rugs, dhurrie)Selection, advantages, disadvantages, care and cleaning	15
5	HORTICULTURE AND FLOWER ARRANGEMENTS : Indoor and outdoor plants – five each Care and upkeep Bonsai Landscaping Identification of flowers Types of arrangements Principles of arrangement Arrangements by location Points to be remembered ,cleaning science,	13

	Cleaning principles, PH scale and cleaning agent with their application Types of cleaning agents Cleaning products – hotel specific Characteristics of a good cleaning agent glossary (terms)	
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References:

1. Hotel House Keeping Training Manual – Sudhir Andrews
2. Professional House Keeping – Madhukar.

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Hotel Organisation Behaviour	Course code:24MJBHM3L3
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

- 1.To encourage the people, to work enthusiastically in the organization.
- 2.To create an environment for the development of effective leadership.
- 3.To develop effective group behaviour among the employees.
- 4.To identify the reasons for conflict and to resolve the conflict.

Module	Description	Hours
1	Concept of Organizational Behavior (OB): Management roles, skills and activities: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	06
2	INDIVIDUAL BEHAVIOUR:1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. Motivation: Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning job and work arrangements; Employee involvement; Flexible benefits, Personality and Values: Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Indian values; Linking personality and values to the workplace (person-job fit, person organization fit) 4. Perception, Decision Making and Emotions: Perception and Judgement; Factors; Linking perception to individual decision making: Decision making in organizations, Ethics in decision making. Emotional labour; Emotional Intelligence.	08

3	GROUP BEHAVIOUR:1. Groups and Work Teams: Concept: Five Stage model of group development; Group think and shift; Indian perspective on group norms. Group and teams; Types of teams; Creating team players from individuals building Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal); Authentic leadership; Mentoring, self-leadership, online leadership: Inspirational Approaches (transformational, charismatic):Comparison of Indian leadership styles with other countries. Exercises, games and role plays may be conducted to develop team and leadership skills.	14
4	ORGANISATIONAL CULTURE AND STRUCTURE:Concept of culture; Impact (functions and liability); Creating and sustaining culture: Employees and culture: Creating positive and ethical cultures, Concept of structure, Prevalent organizational designs: New design options.	15
5	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development); Learning organization; Organisational change in Indian businesses. Concept of conflict; Traditional view and interactionists view of conflict; Conflict process; Functional/ Dysfunctional. Introduction to power and politics. and team - based work (TBW) 2. Leadership	13

References:

- Robbins, Judge, Millett, and Boyle - OB is the study of how individuals, groups, and structures affect behavior within organizations, with the goal of improving an organization's effectiveness.
- L. M. Prasad- OB is the study and application of knowledge about human behavior
- K Aswathappa- OB is the study of human behavior in organizational settings,
- Fred Luthans- OB is directly concerned with understanding, producing, and controlling human behavior in organizations.
- Raman J Aldag- OB is a behavioral science that seeks to build theories that can be applied to predicting, understanding, and controlling behavior in work organizations.

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Advanced Front Office Operations	Course code:24MJBHM3E1
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

COURSE OUTCOMES:

1. Customer service: Provide excellent customer service and help improve the efficiency.
2. Time management: Have excellent time-management skills and be able to multitask
3. Communication: Be prompt in communication Night auditing Process.
4. Interacting with people: trust with customers, clients, vendors, and colleagues
5. Providing a positive impression, Reducing paperwork Improving communication,

Module	Description	Hours
1	RESERVATIONSMANAGEMENT: Overbooking, Forecasting, Legal implications, Packages, Potential reservation problems	06
2	RECEPTION: Day & Night Reception, Calculations, Room selling techniques–Upselling and Discounts.	08
3	HOSPITALITY AND LOBBYDER: Role of the GRE, Welcome Procedure, Identifying complaints, Complaint Handling, Role of the Lobby Desk, Job Description of the Lobby Manager	14
4	CHECK-OUT AND SETTLEMENT: Tracking transaction–cash payment, charge purchase, account correction, account allowance, account transfer, cash advance, Internal control–Cash Bank Check-out and account settlement, Control of cash and credit, Methods of settlement, Checkout options-Express checkout, Self- checkout, In-room checkout, Late check-out, Unpaid account balances, Account collection–account tagging, Updating FO records, Late Charges.	15
5	THE FRONTOFFICEAUDIT: Role and importance of Night Audit, Job Description of the night auditor, Establishing an End of day, Guest Credit monitoring, Preparation of Transcript, The Front Office audit process, Preparation of Night Reports, Computer applications in Front Office Operations, Role of computers, Various types of PMS used, Front Office modules and it’s applications.	13

References:

1. Managing Front Office Operations–Michael L Kasavanna &Richard M. B
2. An introduction to hospitality- Dennis L. Foster
3. Profiles of Indian Tourism-Shalini Singh
4. Tourism Today–Ratnadeep Singh
5. Hotel Reception- White & Beckley
6. Hotel Front Office Training- Sudhir Andrews
7. Hotel Front Office –James Bardi

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Advanced Housekeeping Operations	Course code:24MJBHM3E1
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

COURSE OUTCOMES

1. Realize the role of the housekeeping department in hotels and its Responsibilities,
2. Develop personal skills and in accommodation operation and services,
3. Design the organizational structure and the functional layout of housekeeping, departments in various sized hotels,
4. Co-ordinate with other departments in the hotel Suggest the types of cleaning, agents for different level of cleaning,
5. Practice and create a safe working environment

Module	Description	Hours
1	SUPERVISION IN HOUSEKEEPING: Role of a supervisor (Desk, Public Area, Floor, Linen, Uniform, Laundry), Supervisors Checklist, Guest complaints & Guest complaint handling, VIP Room Checking, Leave handling procedures, Handling Contracts –types and pricing, common contracts in hotels.	06
2	SAFETY AWARENESS&SAFEGUARDING OFASSETS: Accidents (effects, causes, procedure, report), Concern for safety and security in House Keeping operations, Concept of safeguarding assets, Security of Hotels, Emergency procedures, First aid (Definition, First Aid kit and situations: Shock, Fainting, Heart attack, Sprain, Asphyxia, Burns &Scalds, Asthma,Cuts and Abrasions, Epileptic fits, nosebleed)	08
3	Motivating and Training: Duties and responsibilities of House- keeping staff, Classification and types of equipment, Cleaning Procedure of the public area and the types of rooms, Types of Rooms – Double, Turin, Double, Deluxe, studio, interconnectivity, adjacent, executive, duplex, suite, presidential suite, pent house, cabana, Hollywood parlor etc.,	14
4	Controlling Expenses: Using operating budget as a control tool, Powering budget and income statement, Room division income statement, Budgeting expenses: salaries and wages, Employee benefit outside service, Decorating the various public areas of the hotel.	15

5	Employee benefit outside service: Importance & study of colours, Types of furniture, Lights & lighting – energy saving, Door & window, Walls & Ceilings, Designing physical challenged rooms	13
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References:

1. Managing Housekeeping Operations–Kappa, Nitschike, Shappert, EI, AHLA
2. Hotel Housekeeping–Operations and Management, G. Raghubalan and Smritee Raghubalan, Oxford University Press
3. The Professional Housekeeper–Schneider, Tucker and Scovia Housekeeping Operations, Design and Management–Malini Singh, Jaya B George, Jaico Publishers

Department Name: Bachelor of Hotel Management

Semester III

Course Title: Corporate Etiquette	Course code:24SEC3L1
Total Contact Hours: 56	Course Credits: 2
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Examination Marks: 40	

COURSE OUTCOMES:

Linkers and Cohesive Devices—specifically for narratives, negotiations, debates and discussions
Presentation Skills: Presenting a concept/product, with or without use of audio-visual media,
Framing of In-house Publicity materials for hotels—like announcing an event related to entertainment, a new customer facility etc. Writing Business letter, Hospitality related, Making a Report, Project making, Group Discussion, participation and factors to be noted, Mock Interviews.

Module	Description	Hours
1	INTRODUCTION AND BASICS OF HOSPITALITY COMMUNICATION: Importance of Communication in Hospitality industry and its effects on performance-Customer Satisfaction, Communication Channels in the Hierarchy of an organization Formal/informal, Process of Communication and various factors/components of communication, Significance of feedback, Forms of Communication Formal/Informal, Verbal/Non Verbal Communication, Note Taking only Linear Pattern and Note Making Building a Paragraph using given hints, Business Communication- Norms and Requirements, Different Forms of Written Communication: Memos, Agenda, Minutes of a meeting, etc. Formal Letters –Invitations, Request, Complaints, Orders and Thanks, Questionnaires/Comment Cards/Feedback forms	06
2	JOBSKILLS:Resume, Application for Jobs/Covering Letters, Group Discussions—factors Interviews Types and Preparation for Interviews, Body Language and Interview Etiquette.	08
3	LANGUAGE FOR MEDIA AND PUBLICITY: Forms Of Media, Role of media in Communication, Advertising—its role in the industry, Copywriting factors and related issues, In House publicity materials Use and Factors Involved Designing/Making of posters, banners, brochures, pamphlets etc	14
4	GRAPHICAL COMMUNICATION: Graphical communication Types, Tables, Graphs, Information Flow Charts, Interpretation from Written to Graphical Form, Interpretation from Graphical Form to Written Form, Using Visual Aids— types and norms for effective usage	15

5	ADVANCED WRITING AND ORAL PRESENTATION SKILLS: Editing for making effective presentations, Reports, types and structure, Writing Press Notes and Press Releases, Writing Reports on Events, Project making, STUDY SKILLS Article One, Article Two.	13
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References:

1. Essentials of English Grammar – Raymond Murphy
2. Comprehend and Compose – Dr. Geeta Nagaraj
3. Bemy guest – Francis O’hara
4. Pronunciation Dictionary – Daniel Jones
5. Language in Use – Intermediate Series – Cambridge Publication

BACHELOR OF HOTEL MANAGEMENT

IV semester

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: Cuisines and <u>Confectioneries</u>	Course code:24MJBHM4L1
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

At the end of the course, students will be able to:

1. Identify the basic ingredient which will help to prepare bakery products.
2. Apply different mixing techniques, baking processes and predict their outcomes.
3. Describe about specialty cuisines, staple diets, festival and signature dishes of different regions.
4. Identify and classify the different types of Soups and Sauces.

Module	Description	Hours
1	BAKERY AND CONFECTIONERY: Role of ingredients in baking, Types of Dough-Bread, Types of batters-pancakes. Types of Breads-Names and description of Breakfast, Lunch, Snack and International breads Glossary of Bakery Terms.	13hrs
2	PASTRY: Pastry , Puff pastry, flaky pastry, short crust pastry-(sweet and savoury), choux pastry Types of Sponge cakes Types of Gateaux Types of Icing-Fondant, fresh cream, butter cream, American frosting, royal, truffle, ganache Types of desserts-hot and cold desserts Petit fours-Definition and examples.	12hrs
3	INDIAN CUISINES: Bengali cuisine, Chettinad cuisine, Kashmiri cuisine, Hyderabadi cuisine, Karnataka cuisine, Kerala cuisine, Mughlai cuisine, Punjabi cuisine.	12hrs
4	SOUPS AND SAUCES : Classification of Soups, Principles, Accompaniments & Garnishes Basic mother sauces, derivatives, Thickening agents used in sauces, rectification of faulty sauces, miscellaneous sauces & Gravies, Jus roti and Jus lie.	10hrs
5	GLOSSARY WORDS	09 hrs

References:

1. Modern Cookery – Thangam E Philip – Orient Longaman Publications.
2. Theory of cookery – Krishna Arora – Frank Bros & Co publications.
3. Professional Cooking - Wayne Gisselen - John Wiley & So

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: Restaurant Management	Course code:24MJBHM4L2
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Describe manageable responsibility in Beverages.
2. Classify different types of Beverages.
3. Manage Table service.
4. Master Menu Planning.
5. Identify different types of Break fasts.

Module	Description	Hours
1	Introduction, Importance operating various F & B outlets and planning, Restaurant problems, Guest situation Handling, Preparation of Flambe gueridon service. Type of restaurants.	15
2	Buffet, Types, Factors, menu planning, Types of catering, Equipment used in Buffet.	10
3	Food & Beverage Control, Objectives problems, Methodology, Cost & Sales concepts, Situation Handling, Glossary.	10
4	Budgeting Control, Stages in Preparation of Budgets, Food and Beverage Control, Menu Management, Menu Planning, Menu Costing, Menu Marketing tool.	12
5	Menu engineering, Sequence of menu Engineering, Calculations, Menu Fatigue.	09
References: → Sudhier Andrews F & B Services → Bhatnagar S.K: managing Food & Beverage Operation (First Edition) → Lilicrap, D. and Cousins, J: Food and Beverage Service .		

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: Entrepreneurship Development in Hospitality.	Course code:24MJBHM4L3
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes(CO'S):

1. Role of Women entrepreneurs in tourism industry.
2. Steps involved in starting a Tourism business venture (village or rural ventures)
3. Tourism Business Plan
4. Role played by KSIDC for the implementation of the project
5. Role of Financial and Non Financial origination in Entrepreneurship.

Module	Description	Hours
1	Entrepreneurship: Meaning and importance of entrepreneur, Entrepreneurship - Factors influencing entrepreneurship, Pros and Cons of being an entrepreneur , Women entrepreneurs problems and promotion, Types of Entrepreneurs , Characteristics of a successful entrepreneur , Competency requirement for entrepreneurs - Awareness of self competency and its development.	13
2	Entrepreneurship in Tourism and Hospitality industry: Event Management - Scope of Event Management - Conventions, Exhibitions, Meetings - Event planning, Key characteristics, Activities conceptualizing and designing events – event planning, five Cs of events - Key steps to successful events - Characteristics and complexities events – Emerging areas of entrepreneurship in Travel sector, Tour operations and Hospitality Home stays .	12
3	Product: Product - Definition, types, criteria in the selection of a product. Market research- definition, techniques. SWOT Analysis- definition, scope, importance.	9
4	Business concept: Business enterprise – definition, steps involved in starting a business venture –formalities, licensing and registration procedures- Financial, technical and social feasibility of the project. Small Scale Industries- definition, Importance and role played by SSI in the development of the Indian economy - Problems faced by SSI and the steps taken to solve the problems - Policies governing SSI's. Sickness in SSI's- definition of a sick industry - Causes of industrial sickness Preventive and remedial measures for sick industries. Industrial	12

	estates – role and types	
5	Business Plan: Definition of Business Plan- its importance- Preparing Business Plan - Financial aspects of the Business Plan -Marketing aspects of the Business Plan - Human Resource aspects of the Business Plan - Technical aspects of the Business Plan - Social aspects of the Business Plan - Problems and prospects of Business Plan	10

References:

- Bharusal- Entrepreneur Development
- Desai, Vasanth- Management of Small Scale Industry
- Dollinger, Max J - Entrepreneurship- Strategies and Resources, Pearson Edition
- Gupta, Sunil - Entrepreneurial Development, the ICFAI University Press, 2004.
- Gaur, Sanjaya Singh, Event marketing and management
- Gelz, Event management and event tourism

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: Advanced Culinary Operations	Course code:24MJBHM4E2
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes(CO'S):

1. Mastery of Advanced Culinary Techniques
2. Demonstrate expertise in advanced cooking methods such as sous vide, molecular gastronomy, fermentation, and curing.
3. Apply innovative techniques to create complex and aesthetically pleasing dishes.
4. Proficiency in Global and Regional Cuisines
5. Adapt traditional recipes using contemporary methods and ingredients.
6. Leadership and Team Management.

Module	Description	Hours
1	Advanced Cooking Techniques: Sous Vide Cooking, Molecular Gastronomy, Advanced Baking and Pastry Techniques, Plating and Presentation Skills, Fusion Cuisine and Flavor Pairing, Preservation Methods (e.g., fermentation, curing, smoking)	17
2	Menu Planning and Design: Contemporary Menu Trends, Cost Control and Pricing Strategies, Nutritional Considerations, Seasonal and Sustainable Ingredients	12
3	Global and Regional Cuisines: Study of International Cuisines (e.g., French, Italian, Asian, Middle Eastern)Advanced Regional Specialties, Culinary Heritage and Traditional Methods	10
4	Kitchen Operations Management: Leadership and Team Management, Inventory Management and Procurement, Food Safety and Hygiene (HACCP Standards), Workflow Optimization in High-Pressure Environments	08
5	Specialized Culinary Applications: Catering and Banquet Operations, Fine Dining and Luxury Experiences, Molecular Mixology and Beverage Pairing, Diet-Specific and Allergen-Free Cooking.	09

References:

1. Culinary Techniques and Principles- The Professional Chef by The Culinary Institute of America (CIA) Garde Manger: The Art and Craft of the Cold Kitchen by The Culinary Institute of America (CIA)
2. Modernist Cuisine: The Art and Science of Cooking by Nathan Myhrvold, Chris Young, and Maxime Bilet

3. Baking and Pastry- Advanced Bread and Pastry: A Professional Approach by Michel Suas
4. Global and Regional Cuisines- The Flavor Bible by Karen Page and Andrew Dornenburg
5. Essential Cuisine by Michel Bras- The Complete Robuchon by Joël Robuchon
6. Advanced Techniques and Molecular Gastronomy- Sous Vide for Everybody: The Easy, Foolproof Cooking Guide by America's Test Kitchen

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: Advanced Food and Beverage Service Operations	Course code:24MJBHM4E2
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcome(CO'S):

1. Describe manageable responsibility in Beverages.
2. Classify different types of Beverages.
3. Manage Table service.
4. Master Menu Planning.
5. Identify different types of Break fasts.

Unit	Description	Hours
1	Introduction : Overview of Food and Beverage Industry Trends, Types of Service (Fine Dining, Casual Dining, Banquets, Room Service, etc.), Importance of Customer-Centric Service	12
2	Advanced Service Techniques: Table Service Styles (French, Russian, American, and Gueridon), Wine and Beverage Service (Decanting, Pairing, and Tasting), Bartending Skills and Mixology, Specialty Service (Afternoon Tea, Buffet, Carving, Flambé)	16
3	Menu Knowledge and Upselling Skills: Understanding Ingredients and Preparation Techniques, Communicating Menu Knowledge to Guests, Strategies for Upselling and Cross-Selling	09
4	Beverage Management: Wine and Spirits: Types, Regions, and Pairing Principles, Beer Styles and Service Techniques, Coffee and Tea Service (Specialty Brewing Methods), Cocktails and Mocktails (Signature Creations)	10
5	Guest Handling and Complaint Management: Handling Difficult Situations and Guest Complaints, Personalizing Service for VIP Guests, Cross-Cultural Communication in Service	09
References: → Sudhier Andrews F & B Services → Bhatnagar S.K: managing Food & Beverage Operation (First Edition) → Lilicrap, D. and Cousins, J: Food and Beverage Service		

Department Name: Bachelor of Hotel Management

Semester IV

Course Title: IT Applications in Hospitality Management	Course code:24SEC4L2
Total Contact Hours: 56	Course Credits: 2
Internal Assessment Marks: 10	Duration of SEE: 1.5 Hours
Semester End Examination Marks: 40	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. Apply computer fundamentals in hospitality.
2. Interlink computer fundamentals with hotel management.
3. Understand the concept of MIS in hotel management.
4. Predict the future of IT application in Hospitality.

Module	Description	Hours
1	BASICS OF COMPUTER FUNDAMENTALS AND HOTEL INFORMATION SYSTEMS : Benefits Of computers in Hospitality, Basic Computer Organization, Computer and its components, Basic Internet Service in Hotels and Latest Technological Trends In Hospitality Hotel Information System, Departments in Hotel, Revenue and Non-Revenue Generating Departments Hotel Property Management System, Selecting Hardware and Software and HIS Applications.	16
2	COMPUTERISED RESERVATION SYSTEM AND MANAGEMENT INFORMATION SYSTEM: Reservation Systems, CRS, GDS, Inter-sell agencies, cluster reservation office, Property Direct Reservation system Internet Distribution System and Reservation Module.	12
3	FUTURE OF IT APPLICATIONS IN HOSPITALITY MANAGEMENT: Case Studies in Usage of IT in Hospitality Management. MIS in Hotels, MIS Design and Function, MIS Evaluation, Software Development Life Cycle and Securities Issues of MIS	12
4	Practical's : <ol style="list-style-type: none">1. IT in Hospitality Management2. Computerized Reservation system3. MIS in Hotels4. Property Management System.5. Software Development Life Cycle.	16

	6. Securities Issues Of MIS. 7. Tourism and Travel Information System. 8. Reservation Systems 9. Online Booking System 10. MIS Design and Function	
5	Glossary	2
References: 1. Using Computers in Hospitality – Peter O’Connor 2. Computers in Hotels by – Partho Pratim Seal.		

BACHELOR OF HOTEL MANAGEMENT

V semester

Department Name: Bachelor of Hotel Management

Semester V

Course Title: Industrial Training	Course code: 24ITBHM5L/P
Total Contact Hours:	Course Credits: 24
Internal Assessment Marks:	Duration of SEE:
Semester End Examination Marks:	

INDUSTRIAL TRAINING

OBJECTIVES: The objective of this industrial training is to help the students. Understand The working of a hotel and be able to analyze its strengths weakness opportunities and the threats.

TYPE OF REPORT

The report should be based on the compulsory 16 weeks/110 days of training to be completed from June to September of fifth semester in a hotel of repute (preferable of a 3 star, 4 star or a 5 star property). A student log book should be maintained by every student during the training period. The student should note down on the daily basis the task performed/ observed, methodology involved and point to note 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 and and inter - organizational SWOT (STRENGTH, WEAKNESS, OPPORTUNITIES, AND THREATS) analysis.

FORMULATION

The length of the report may be about 150 to 160 double spaced typed, printed (black and white) A-4 size pages (excluding appendices and exhibits). 10% variation on the either side is permissible.

LIST OF CONTENT OF THE REPORT

	CONTENTS	MARKS
	A COPY OF THE TRAINING CERTIFICATE ATTESTED BY PRINCIPAL OF THE COLLEGE	
	ACKNOWLEDGEMENT	
	PROJECT PREFACE	

CHAPTER-1	INTRODUCTION	50
CHAPTER-2	SCOPE, OBJECTIVE, METHODOLOGY & LIMITATIONS	
CHAPTER-3	PROFILE OF THE PLACE & HOTEL	
CHAPTER-4	DEPARTMENTAL CLASSIFICATION OF HOTEL	100
CHAPTER-5	DETAILED OPERATIONS OF EACH DEPARTMENT OF HOTEL	
CHAPTER-6	SWOT ANALYSIS OF HOTEL	60
CHAPTER-7	CONCLUSION	30
	BIBLIOGRAPHY	20
	LIST OF ANNEXURE /EXHIBITS	40
	TOTAL MARKS	300

SUBMISSION OF REPORT

One typed (daily 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 at the time of viva voce. Project submitted later than that will not be accepted. Project submitted later than that will not be accepted.

1. Original training certificate
2. University copy & student's
3. Copy of project report (daily signed by the faculty guide and principle of the college)
4. Students log book (duly signed by Training Manager/HR Manager OR equivalent)
5. Examination Hall ticket.
6. College identity card
7. Dresscode : College uniform

MODE OF EVALUATION

1. Log book
2. Viva
3. Industrial training report

INDUSTRIAL TRAINING		
1	LOG BOOK	150 MARKS
2	VIVA	150 MARKS
3	REPORT	300 MARKS
	TOTAL	600 MARKS

BACHELOR OF HOTEL MANAGEMENT

VI semester

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Hospitality Sales and Marketing	Course code:24MJBHM6L1
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

1. Develop an understanding of marketing principles and their application in the hospitality industry.
2. Analyze the unique characteristics of hospitality products and how they influence marketing strategies.
3. Understand the importance of personal selling and its impact on guest satisfaction and revenue.
4. Market Segmentation and Targeting
5. Customer Relationship Management (CRM) Branding and Positioning

Module	Description	Hours
1	HOSPITALITY SALES AND MARKETING Meaning and definition -Nature and Scope-Feature/Characteristics-Concepts of Marketing, CustomerExpectationsfromhospitalityservices- SolvingCustomersproblems, Relevance of Sales & Marketing in the Hospitality Industry.	15
2	HOSPITALITY MARKETING MIX: Meaning and Definition of Marketing Mix, PRODUCT/SERVICEMIX: Elements/Components, Difference between goods and services, Product life Cycle, Stages of New product/ service development PRICEMIX: Factors influencing pricing Pricing methods and strategies PROMOTIONMIX: Objectives of promotion Elements of promotions mix, Advertising, sales, promotion, personal selling, publicity, public relations PLACEMIX: Distribution channels/channel intermediaries, PEOPLE PHYSICALEVIDENCE: Essential Evidence	10
3	THE MARKETINGENVIRONMENT The importance of Environmental scanning-Types of Environments, SWOT Analysis, The Future of Hospitality Marketing in India	10
4	MARKETING SEGMENTATION, TARGETING AND POSITIONING Meaning, Importance and Basis of Market Segmentation, Essentials of sound marketsegmentation, STP Strategy- Segmentation, Targeting& Positioning strategies	12
5	CONSUMERBEHAVIOURINHOTELINDUSTRY Factors influencing Consumer behavior, Buying decision process, Meaning and Definition of Marketing Research, Stages of Marketing Research for services, Types and methods of Market Research	09

References:

- Services Marketing: Zeithmal, Valerie and MaryJo Bitner
- Delivery Quality Service: Zeithmal, Parasuraman and Bitner
- Services Marketing: Zeithmal, Valerie and MaryJo Bitner
- Delivery Quality Service: Zeithmal, Parasuraman and Bitner
- Service Marketing: The India Experience by Ravi Shankar
- Services Marketing: S.M.Jha
- Marketing of Hospitality Industry: Rober

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Hotel Research Methodology	Course code:24MJBHM6L2
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

1. Students will gain a comprehensive understanding of the fundamentals of research methodology in the context of the hotel and hospitality industry.
2. They will be capable of selecting suitable sampling techniques, data collection methods, and research designs (descriptive, experimental, etc.) for their studies.
3. They will learn to analyze qualitative and quantitative data using software tools like SPSS, Excel, or other industry-specific tools.
4. Students will understand the ethical standards and guidelines that must be adhered to when conducting research in the hospitality industry.
5. They will gain skills in data visualization (charts, graphs, tables) and preparing professional research reports.
6. They will understand how these trends affect the development of research methods and the hotel industry as a whole.
7. They will learn to share ideas, data, and findings with peers in a constructive, professional manner.

Unit	Description	Hours
1	Introduction to Research Methodology: Definition and importance of research in the hotel industry, Types of research (qualitative, quantitative, and mixed methods), Research objectives and questions in the context of the hospitality industry	17
2	Research Design: Types of research designs (descriptive, experimental, correlational, etc.), Sampling methods (random, stratified, cluster sampling, etc.), Data collection methods (surveys, interviews, focus groups, observation), Data analysis techniques	12
3	Literature Review: Importance of literature review in research, How to conduct a literature review in hospitality management, Identifying gaps in existing research	10
4	Hypothesis Formulation: Defining a hypothesis, Types of hypotheses (null and alternative), Testing hypotheses in hotel industry research	08
5	Data Collection Techniques: Primary data (surveys, interviews, etc.), Secondary data (industry reports, academic papers, etc.), Ethical considerations in data collection, Qualitative data analysis (thematic analysis, content analysis), Writing research reports (structure, format, etc.), Research ethics (informed consent, privacy, confidentiality), Application of research methods to real-world hotel management problems, Innovation and technology in hotel research.	09

References:

1. "Research Methods for Business: A Skill-Building Approach" by Uma Sekaran and Roger Bougie
2. "Introduction to Research in Education" by Donald Ary, Lucy Cheser Jacobs, and Asghar Razavieh
3. "Research Methods for Tourism, Hospitality and Events" by Judith M. Bentz and Paul C. J. M. A. G. (Paul) Nijkamp
4. "Hospitality Research Methods: Data Analysis and Applications" by M. P. Pizam and P. S. Ellis
5. "Applied Research in Hospitality" by R. K. S. O'Neill and M. S. H. Burns

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Hotel Financial Management	Course code:24MJBHM6L3
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

1. Comprehend the fundamental principles of financial management and their application in the hospitality industry.
2. Interpret and analyze key financial statements, including the income statement, balance sheet, and cash flow statement.
3. Develop and manage operational and capital budgets for hotel operations.
4. Understand the concepts of revenue management and its impact on pricing and occupancy.
5. Identify cost-control strategies for managing food, labor, and operational expenses

Module	Description	Hours
1	HOTEL FINANCIAL MANAGEMENT Finance function –aims of finance function, Financial management: Meaning and definition –goals of financial management –scope of financial management – functions of financial management	17
2	FINANCING DECISIONS Meaning of Capital Structure–Patterns of capital structure–features of capital structure – factors influencing capital structure, EBIT, EBT and EPS analysis – Leverage problems (simple problems and no degrees)	12
3	INVESTMENT DECISIONS Capital budgeting–significance of techniques of evaluation of investment proposals, Payback period method, Return on investment method and Net present value method (simple problems only)	10
4	RATIO ANALYSIS Introduction and Meaning, Objectives-Tools and Techniques for Financial Analysis, Ratio Analysis – a) Liquidity Ratios – Current Ratio, Quick Ratio – b) Solvency Ratios – Debt Equity, Proprietary Ratio –c) Turnover Ratios–Debtors Turnover Ratio, Creditors Turnover Ratio and Stock Turnover Ratio – d) Profitability Ratios – Gross Profit Ratio, Net Profit Ratio, Return on Investment Ratio –e) Activity Ratios- Fixed Assets to Turnover Ratio, Total Assets to Turnover Ratio.	08
5	INTERPRETATION OF RATIO ANALYSIS, CASH FLOW STATEMENT Interpretation of Ratio Analysis of, Liquidity Ratios, Solvency Ratios, Turnover Ratios, Profitability Ratios, Activity Ratios, Meaning, Objectives, Advantages, Limitations, Preparation of Cash Flows from Operation, Preparation of Cash flow statement	09

References:

- S.N Maheshwari, Financial Management.
- Khanand Jain, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I.M Pandey, Financial Management.
- James C. Vanhorne, Financial Management

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Event Management	Course code:24MJBHM6E4
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes:

1. Understanding the Events Industry
2. Develop proficiency in planning, organizing, and managing events of various scales, such as conferences, weddings, corporate events, and exhibitions
3. Learn to prepare budgets, allocate resources, and monitor financial performance to ensure cost-effective event execution.
4. Legal and Ethical Understanding, Teamwork and Leadership
5. Post-Event Analysis and Reporting

Module	Description	Hours
1	Introduction to Event Management: Overview of the events industry, its significance within hospitality, and various types of events such as conferences, conventions, and special events.	17
2	Introduction to Event Management: Overview of the events industry, its significance within hospitality, and various types of events such as conferences, conventions, and special events.	12
3	Marketing and Promotion: Strategies for effectively marketing events, understanding target audiences, and utilizing promotional tools to maximize attendance and engagement.	10
4	Financial Management: Budgeting, financial planning, and resource allocation for events, including cost estimation and financial risk assessment.	08
5	Event Evaluation and Feedback: Methods for assessing event success, gathering participant feedback, and implementing improvements for future events.	09

References:

- G. Berridge Events design & Experience
- G. Bowdin, Events management
- Getz, Event management and Tourism.

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Facility Management	Course code:24MJBHM6E4
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes :

1. To manage and maintain physical infrastructure and operational systems efficiently in various industries, including hospitality, real estate, and corporate settings.
2. Gain a comprehensive understanding of the principles, scope, and functions of facility management.
3. Recognize the role of facility management in supporting organizational goals and enhancing productivity.
4. Integrate facility management practices into organizational strategy to enhance business performance.

Module	Description	Hours
1	Introduction: Principles, duties of Facility manager, Functions of facilities Management, Future challenges for facilities manager, facility management Life cycle.	17
2	Planning: Hotel design, Facilities planning Star Classification of Hotel.	12
3	Layout : Kitchen, Layout and design, kitchen Stewarding Layout & design. planning of Various supporting Services. Equipment check-list, Stores, Layout and design. Car parking Storage Temperatures.	10
4	Energy Cost: Energy Conservation, Sources of energy, Energy Cost, Conserve energy in Key discipline Areas of a Hotel.	08
5	Management: Project management & (Network Analysis) PERT & CPM. Fulkerson's Rule, Project development process.	09

References:

- Ross Perot Facilities management
- m. Wiggins(Facilities Manager's desk Reference).
- G. Cotts. guide to France & Budgeting
- Per Anker - Facility Management

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: HOSPITALITY MANAGEMENT	Coursecode:24MJBHM6E4
TotalContactHours:56	CourseCredits:4
InternalAssessmentMarks:20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes:

At the end of the course, students will be able to:

1. Understand the retail business and analyse the dynamics of retail environment building strategies and delivery channels to the end users, and providing cutting edge cover age on the latest topics and developments in retailing.
2. Outline the hospitality facility requirements & To Illustrate and detail out the facility asset management & maintenance requirements.
3. Demonstrate an understanding of the roles & responsibilities of Event Management
4. Understand the role of MICE in Hospitality sector.
5. Learn various other types of alternative lodging industries that contribute to the success of hospitality industry.

Module	Description	Hours
1	RETAIL MANAGEMENT: The Retail Environment, Retail Operations, Systems & Inventory, Retail Advertising and Promotion, Retail Supply Chain Management.	06
2	FACILITIESMANAGEMENT : Introduction to Facility Management–Areas of control, Housekeeping-Area cleaning, Pest Control, Horticulture, Vendor Management, Inventory Engineering–Equipment maintenance, Energy Saving measures, Procurement & Finance, Miscellaneous–Security, Front Office, Training, Events.	18
3	EVENT MANAGEMENT: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, Key factors for best event management. Case study of some cultural events.	05

4	MICE: Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities.	12
5	ALTERNATIVE LODGING INDUSTRY MANAGEMENT :Luxury,Trains,Cruiseliners,Houseboats,Homestays,Serviceapartments,Resortandthemepartmanagement–Types, Marketing, Staffing, Franchisee/Group/Ownership	15
References: 1. Coleman, Lee & Frankle Powerhous Conferences 2. Hoyle, Dorf & Jones(1995)		

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Food and beverage Development	Course code: 24MJBHM6E5
Total Contact Hours: 56	Course Credits:4
Internal Assessment Marks:20	Duration of SEE: 3 Hours
Semester End Examination Marks: 80	

Course Outcomes:

1. Demonstrate a clear understanding of the fundamentals of food and beverage operations, including service styles, kitchen operations, and bar management.
2. Apply principles of inventory management, cost control, and revenue optimization in food and beverage operations.
3. Implement strategies to enhance guest experiences through food and beverage offerings and personalized services.
4. Supervise and motivate a diverse team in food and beverage departments, ensuring efficient workflow and staff satisfaction.
5. Promote sustainable practices such as waste reduction, energy efficiency, and locally sourced ingredients.
6. Understand the management of building systems such as HVAC, electrical, plumbing, and security.

Module	Description	Hours
1	KITCHEN PLANNING: Sections of the kitchen with layout and functions, Production workflow, Planning of Kitchen Spaces, Layout of a large quantity kitchen and satellite kitchen, Planning of Storage Spaces	17
2	PURCHASING: Principles of material management, Standard purchase specifications,Purchasing procedure-Principles of purchasing, methods of purchasing, requisition, ordering, receiving	12
3	STORAGE OF FOOD MATERIAL: Principles of Storage-dry storage and cold storage, Methods of issuing, Layout of storage areas, Temperature for storing perishables&non-perishable foods	10
4	ADVANCED MENU PLANNING AND FOOD PRESENTATION: Menu designing for Restaurants- Specialty and fast food, Buffets, Banquets, Presentation of food for Restaurants-Plate presentation, Buffets, Banquets	08
5	FOOD PRODUCTION SYSTEMS: Principles of large scale commercial cooking, Rechauffe-effective use of leftovers, Catering systems, Cook Chill Systems-definition, procedure, advantages and disadvantages , Cook Freeze System-	09

	definition, procedure, advantages and disadvantages, SousVide- definition, procedure, advantages and disadvantages , Understand the management of building systems such as HVAC, electrical, plumbing, and security.	
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References:

- Theory of Catering by David Foskett and Victor Ceserani, Publishers-Hodder Education
- Practical Cookery by David Foskett, Ronald Kinton and Victor Ceserani, Publishers- Hodder Education
- Modern Cookery for the Teaching and the Trade by Thangam Philip, Publisher-Orient Longman
- Theory of Cookery by Krishna Arora, Publishers-Frank Bros. & Co.
- Larousse Gastronomique by Prosper Montagne, Publishers-Hamlyn

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Hotel & Restaurant Operation Management	Coursecode:24MJBHM6E5
TotalContactHours:56	Course Credits:4
Internal Assessment Marks:20	Duration of SEE: 3 Hours
Semester End Examination Marks:80	

Course Objectives

1. Understand the organizational structure and workflow of hotels and restaurants.
2. Manage key departments, including front office, housekeeping, food and beverage, and kitchen operations.
3. Develop and implement marketing strategies for hospitality businesses.
4. Utilize financial tools to manage budgets, costs, and revenue in hotels and restaurants.
5. Enhance customer service delivery and handle guest complaints effectively.
6. Apply sustainable and ethical practices in hospitality operations.

Module	Description	Hours
1	Introduction to Hospitality Industry: History and development of the hospitality industry, Types of hospitality operations (hotels, restaurants, resorts, etc.), Career opportunities in hospitality.	17
2	Hotel Operations: Organizational Structure in Hotels:Departments and their functions (front office, housekeeping, food & beverage, engineering, etc.), Role of a general manager and departmental heads.Front Office Management: Reservations and booking systems, Check-in and check-out procedures, Customer service in the front office, Handling guest complaints. Housekeeping Operations: Role of housekeeping in maintaining standards, Cleaning procedures and laundry management, Inventory control and housekeeping equipment.Food & Beverage Operations in Hotels: Banquet and catering services, Room service management, Cost control in F&B departments.Revenue Management: Room pricing strategies (dynamic pricing, seasonal pricing)Yield management: Key performance indicators (occupancy rate, RevPAR)	12
3	Restaurant Operations Restaurant Types and Concepts: Casual dining, fine dining, fast food, cafes, etc. Theme-based restaurants Restaurant Design and Layout: Space planning for optimal service flow, Kitchen and bar layouts. Menu Planning and Design: Types of menus (à la carte, table d'hôte, buffet), Menu pricing and costing,	10

	Importance of food presentation. Service Styles in Restaurants: Table service, buffet service, self-service, and others. Role of waitstaff and training. Food Production: Basics of kitchen operations, Food safety and hygiene standards, Inventory and supply chain management	
4	Customer Service Excellence: Importance of customer relationship management (CRM), Handling difficult customers, Building brand loyalty through exceptional service.	08
5	Technology in Hotel and Restaurant Operations: Property management systems (PMS) in hotels, Restaurant management systems (RMS), Role of AI and automation in hospitality, Online booking platforms and payment systems, Eco-friendly practices in hotels and restaurants.	09

References:

- Hotel Operations Management by David K. Hayes and Jack D. Ninemeier
- Food and Beverage Service by Dennis Lillicrap
- Hospitality Management: A Brief Introduction by Tim Knowles

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: Beverage Control Systems & Management	Coursecode:24MJBHM6E5
Total Contact Hours:56	Course Credits:4
Internal Assessment Marks:20	Duration of SEE:3 Hours
Semester End Examination Marks:80	

Course Objectives

1. Understand the principles of control systems for alcoholic and non-alcoholic beverages.
2. Learn effective methods for inventory, procurement, storage, and cost management.
3. Develop skills to manage beverage service operations with a focus on profitability and compliance.
4. Explore emerging trends, sustainability, and technology in beverage operations.

Module	Description	Hours
1	Introduction to Beverage Control Systems: Overview of alcoholic and non-alcoholic beverage operations, Importance of control systems in the beverage industry, Key differences between alcoholic and non-alcoholic beverage management, Goals of beverage control (profitability, quality assurance, compliance)	17
2	Inventory Management: 1. Alcoholic Beverages:Inventory methods: perpetual, periodic, and par stock systems, Monitoring high-value items (spirits, wines, craft beers), Tools for inventory tracking (digital and manual systems) 2. Non-Alcoholic Beverages: Stocking fast-moving items (sodas, juices, coffee, tea), Managing shelf life and expiration dates, Bulk procurement vs. just-in-time inventory	12
3	Procurement and Supplier Relations: Selecting suppliers for alcoholic and non-alcoholic beverages, Evaluating quality and consistency in beverage supply, Negotiating contracts and pricing agreements, Sustainable and ethical sourcing practices	10
4	Cost Control Systems: 1. Alcoholic Beverages: Recipe costing for cocktails and spirits-based beverages, Pour cost percentage and its calculation, Managing wastage, theft, and over-pouring. 2. Non-Alcoholic Beverages: Costing methods for juices, mocktails, and specialty drinks, Controlling waste in high-volume beverages, Strategies for up selling premium non-alcoholic options	08

5	Beverage Storage and Handling: Proper storage conditions for, Proper storage conditions for alcoholic beverages (temperature, humidity, light exposure), Managing kegged and bottled beer systems, Handling non-alcoholic beverages to maintain quality and freshness, FIFO (First In, First Out) method for inventory rotation, Data analytics for sales trends and inventory forecasting, Responsible service of alcohol (ID checks, refusal of service), Ethical marketing of health-conscious and sustainable drinks, Handling customer complaints effectively, Sustainability initiatives: eco-friendly packaging, waste reduction, locally sourced ingredients, Analyzing financial performance: sales mix, margins, and pricing.	09
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References:

1. "Bar and Beverage Management" by John D. E. McKeon
2. "The Beverage Manager's Guide to Wines, Beers and Spirits" by John C. S. H. Fergal
3. "Restaurant Management: Customers, Operations, and Employees" by J. R. Schmidgall
4. "Food and Beverage Management" by Bernard Davis, Andrew Lockwood, and Sally Alcott
5. "The Complete Idiot's Guide to Bartending" by Gary Regan

Department Name: Bachelor of Hotel Management

Semester VI

Course Title: PROJECT	Coursecode: 24PBHM6L/P
Total Contact Hours: 56	Course Credits: 4
Internal Assessment Marks: 20	Duration of SEE:3 Hours
Semester End Examination Marks: 80	

TYPE OF REPORT:

This project should be based on a field study leading to the identification of as it 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 may be 150 double spaced pages (excluding appendices and annexures). 10 % variation on either side is permitted.

GUIDELINES

Chapter	LIST OF CONTENTS OF THE PROJECT REPORT
1	Introduction
2	Scope, Objective, Methodology, and limitation of the project
3	Information of place and site
	PART A- A MARKET FEASIBILITY
4	Demand quantification
5	Technical details of proposed project
6	Recommended market mix
7	Conclusion
	PART B- FINANCIAL VIABILITY

8	Introduction to financial aspect of the proposed project.
9	Cost of the project(Introduction to fixed assets and capital costs)
10	Man power requirement and cost
11	Operational expenses
12	Working capital requirement
13	Financing the project
14	Profitability statement
15	Cash flow statement
16	Break event analysis and debt service ratio
17	Coverage ratio
18	Ratio analysis
Conclusion	Bibliography

SUBMISSION OF THE REPORT

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