

No.	Subject code	Subject	Marks*		Credits
			Th.	Pr.	
1	BHM301	Advance Food Production Operations	100	100	4
2	BHM302	Advance F&B Operations	100	100	4
3	BHM303	Advance Front Office Operations	100	100	4
4	BHM304	Advance Housekeeping Operations	100	100	4
5	BHM305	Food & Beverage Management	50	-	1
6	BHM306	Facility Planning	100	-	2
7	BHM307	Financial Management	100	-	4
8	BHM308	Strategic Management	50	-	2
9	BHM309	Research Project	-	200	8
10	BHM 310	Marketing and its relevance in Tourism	100	-	8
11	BHM 311	Communication French	100	-	4
12	BHM312	Guest speakers & self study	-	-	-
TOTAL:			900	600	45
GRAND TOTAL			1500		

ADVANCE FOOD PRODUCTION OPERATIONS (BHM301)
Maximum Marks: 100

S. No	Topic
01	<p>LARDER</p> <p>I. LAYOUT & EQUIPMENT</p> <ul style="list-style-type: none">A. Introduction of Larder WorkB. DefinitionC. Equipment found in the larderD. Layout of a typical larder with equipment and various sections <p>II. TERMS & LARDER CONTROL</p> <ul style="list-style-type: none">A. Common terms used in the Larder and Larder controlB. Essentials of Larder ControlC. Importance of Larder ControlD. Leasing with other DepartmentsE. Yield Testing <p>III. DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF</p> <ul style="list-style-type: none">A. Functions of the LarderB. Hierarchy of Larder StaffC. Sections of the LarderD. Duties & Responsibilities of larder Chef
02	<p>CHARCUTIERIE</p> <p>I. SAUSAGE</p> <ul style="list-style-type: none">A. Introduction to charcuterieB. Sausage – Types & VarietiesC. Casings – Types & Varieties <p>II. FORCEMEATS</p> <ul style="list-style-type: none">A. Types of forcemeatsB. Preparation of forcemeatsC. Uses of forcemeats

III. BRINES, CURES & MARINADES

- A. Types of Brines
- B. Preparation of Brines
- C. Methods of Curing
- D. Types of Marinades
- E. Difference between Brines, Cures & Marinades

IV. HAM, BACON & GAMMON

- A. Cuts of Ham, Bacon & Gammon.
- B. Differences between Ham, Bacon & Gammon
- C. Processing of Ham & Bacon
- D. Green Bacon
- E. Uses of different cuts

V. GALANTINES

- A. Making of galantines
- B. Types of Galantine

VI. PATES

- A. Types of Pate
- B. Pate de foie gras
- C. Making of Pate

VII. MOUSE & MOUSSELINE

- A. Types of mousse
- B. Preparation of mousse
- C. Preparation of mousseline
- D. Difference between mousse and mousseline

VIII. CHAUD FROID

- A. Meaning of Chaud froid
- B. Making of chaud froid & Precautions

	<p>IX. ASPIC & GELEE</p> <ul style="list-style-type: none"> A. Definition of Aspic and Gelee B. Difference between the two C. Making of Aspic and Gelee <p>X. QUENELLES, PARFAITS, ROULADES</p> <p>Preparation of Quenelles, Parfaits and Roulades</p> <p>XI. NON EDIBLE DISPLAYS</p> <ul style="list-style-type: none"> A. Ice carvings B. Tallow sculpture C. Fruit & vegetable Displays D. Salt dough E. Pastillage
03	<p>APPETIZERS & GARNISHES</p> <ul style="list-style-type: none"> A. Classification of Appetizers B. Examples of Appetizers C. Historic importance of culinary Garnishes D. Explanation of different Garnishes
04	<p>SANDWICHES</p> <ul style="list-style-type: none"> A. Parts of Sandwiches B. Types of Bread D. Spreads and Garnishes E. Types of Sandwiches F. Making of Sandwiches
05	<p>USE OF WINE AND HERBS IN COOKING</p> <ul style="list-style-type: none"> A. Ideal uses of wine in cooking B. Classification of herbs C. Ideal uses of herbs in cooking

06	<p>INTERNATIONAL CUISINE</p> <ul style="list-style-type: none"> A. Geographic location B. Historical background C. Staple food with regional Influences D. Specialities E. Recipes F. Equipment in relation to: <ul style="list-style-type: none"> Great Britain France Italy Spain & Portugal Scandinavia Germany Middle East Oriental <p>CHINESE</p> <ul style="list-style-type: none"> A. Introduction to Chinese foods B. Historical background C. Regional cooking styles D. Methods of cooking
07	<p>BAKERY & CONFECTIONERY</p> <p>I. ICINGS & TOPPINGS</p> <ul style="list-style-type: none"> A. Varieties of icings B. Using of Icings C. Difference between icings & Toppings D. Recipes <p>II. FROZEN DESSERTS</p> <ul style="list-style-type: none"> A. Types and classification of Frozen desserts B. Ice-creams – Definitions C. Methods of preparation D. Additives and preservatives used in Ice-cream manufacture

	<p>III. MERINGUES</p> <ul style="list-style-type: none"> A. Making of Meringues B. Factors affecting the stability C. Cooking Meringues D. Types of Meringues <p>IV. BREAD MAKING</p> <ul style="list-style-type: none"> A. Role of ingredients in bread Making B. Bread Faults C. Bread Improvers <p>V. CHOCOLATE</p> <ul style="list-style-type: none"> A. History B. Sources C. Manufacture & Processing of Chocolate D. Types of chocolate E. Tempering of chocolate F. Cocoa butter, white chocolate and its applications
08	<p>PRODUCTION MANAGEMENT</p> <ul style="list-style-type: none"> A. Kitchen Organisation B. Allocation of Work-Job Description, Duty Rosters C. Production Planning D. Production Scheduling E. Forecasting Budgeting F. Yield Management <p>PRODUCT & RESEARCH DEVELOPMENT</p> <ul style="list-style-type: none"> A. Testing new equipment, B. Developing new recipes C. Food Trails

PRACTICAL

S. No	Topic
01	Three course menus to be formulated featuring International Cuisines FRENCH
02	ORIENTAL a) Chinese b) Thai
03	ITALY, GERMANY, SPAIN, GREECE, MEXICAN, MEDITERANIAN AND LEBANESE

SUGGESTED MENUS

FRENCH

MENU 01	Consommé Carmen Poulet Sauté Chasseur Pommes Loretta Haricots Verts Salade de Betterave Brioche Baba au Rhum
MENU 02	Bisque D'écrevisse Escalope De Veau viennoise Pommes Batailles Courge Provencale Epinards au Gratin
MENU 03	Crème Du Barry Darne De Saumon Grille Sauce paloise Pommes Fondant Petits Pois A La Flamande French Bread Tarte Tartin
MENU 04	Veloute Dame Blanche Cote De Porc Charcuterie Pommes De Terre A La Crème Carottes Glace Au Gingembre

Salade Verte
Harlequin Bread
Chocolate Cream Puffs

MENU 05 Cabbage Chowder
Poulet A La Rex
Pommes Marguises
Ratatouille
Salade De Carottées Et Céleris
Clover Leaf Bread
Savarin Des Fruits

MENU 06 Barquettes Assortis
Stroganoff De Bœuf
Pommes Persilles
Salade De Chou-Cru
Garlic Rolls
Crêpe Suzette

MENU 07 Duchesse Nantua
Poulet Maryland
Croquette Potatoes
Salade Niçoise
Brown Bread
Pâte Des Pommes

MENU 08 Kromeskies
Filet De Sols Walweska
Pommes Lyonnaise
Funghi Marirati
Bread Sticks
Souffle Milanaise

MENU 09 Vol-Au-Vent De Volaille Et Jambon
Homard Thermidor
Salade Waldorf
Vienna Rolls
Mousse Au Chocolat

MENU 10 Crabe En Coquille
Quiche Lorraine
Salade de Viande
Pommes Parisienne
Foccacia
Crème Brûlée

Plus 4 Buffets - Cold Buffet
Hot Continental
Indian Continental

CHINESE

MENU 01 Prawn Ball Soup
Fried Wantons
Sweet & Sour Pork
Hakka Noddles

MENU 02 Hot & Sour soup
Beans Sichwan
Stir Fried Chicken & Peppers
Chinese Fried Rice

MENU 03 Sweet Corn Soup
Shao Mai
Tung-Po Mutton
Yangchow Fried Rice

MENU 04 Wonton Soup
Spring Rolls
Stir Fried Beef & Celery
Chow Mein

MENU 05 Prawns in Garlic Sauce
Fish Szechwan
Hot & Sour Cabbage
Steamed Noddles

INTERNATIONAL

SPAIN Gazpacho
Pollo En Pepitoria
Paella
Fritata De Patata
Pastel De Mazaana

ITALY Minestrone
Ravioli Arabeata

	Fettocine Carbonara Pollo Alla Cacciatore Medanzane Parmigiane Grissini Tiramisu
GERMANY	Linsensuppe Sauerbaaten Spatzale German Potato Salad Pumpernickl Apfel Strudel
U.K.	Scotch Broth Roast Beef Yorkshire Pudding Glazed Carrots & Turnips Roast Potato Yorkshire Curd Tart Crusty Bread
GREECE	Soupe Avogolemeno Moussaka A La Greque Dolmas Tzaziki Baklava Harlequin Bread

BAKERY & PATISSERIE PRACTICALS

MUST INCLUDE

- Decorated Cakes
- Gateaux
- International Breads
- Sorbets, Parfaits
- Hot/Cold Desserts

DEMONSTRATION OF

Charcuterie	Galantines Pate Terrines Mousselines
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ADVANCE FOOD & BEVERAGE OPERATIONS (BHM302)
Maximum Marks: 100

S. No.	Topic
01	<p>PLANNING & OPERATING VARIOUS F&B OUTLET</p> <ul style="list-style-type: none"> A. Physical layout of functional and ancillary areas B. Objective of a good layout C. Planning D. Factors to be considered while planning E. Calculating space requirement F. Various set ups for seating G. Planning staff requirement H. Menu planning I. Constraints of menu planning J. Selecting and planning of heavy duty and light equipment K. Requirement of quantities of equipment required like crockery, Glassware, steel or silver etc. L. Suppliers & manufacturers M. Approximate cost <p>PRACTICAL</p>
02	<p>F & B STAFF ORGANISATION</p> <ul style="list-style-type: none"> A. Categories of staff B. Hierarchy C. Job description and specification <p>PRACTICAL</p> <ul style="list-style-type: none"> <input type="checkbox"/> Making of Duty Roster and writing job description & specification
03	<p>MANAGING F&B OUTLET</p> <ul style="list-style-type: none"> A. Supervisory skills B. Developing efficiency C. Standard Operating Procedure <p>PRACTICAL</p> <p>Supervising F&B outlets</p>

04	<p>FUNCTION CATERING</p> <p>BANQUETS BANQUET PROTOCOL</p> <ul style="list-style-type: none"> <input type="checkbox"/> Space Area requirement <input type="checkbox"/> Table plans/arrangement <input type="checkbox"/> Misc-en-place <input type="checkbox"/> Service <input type="checkbox"/> Toasting <p>INFORMAL BANQUET</p> <ul style="list-style-type: none"> <input type="checkbox"/> Réception <input type="checkbox"/> Cocktail parties <input type="checkbox"/> Convention <input type="checkbox"/> Seminar <input type="checkbox"/> Exhibition <input type="checkbox"/> Fashion shows <input type="checkbox"/> Trade Fair <input type="checkbox"/> Wedding <input type="checkbox"/> Outdoor catering <p>PRACTICAL Calculation of Space for Banquets, Banquet Menu & Service</p>
05	<p>FUNCTION CATERING</p> <p>BUFFETS</p> <ul style="list-style-type: none"> A. Introduction B. Factors to plan buffets C. Area requirement D. Planning and organisation E. Sequence of food F. Menu planning G. Types of Buffet

	<ul style="list-style-type: none"> H. Display I. Sit down J. Fork, Finger, Cold Buffet K. Breakfast Buffets L. Equipment M. Supplies N. Check list <p>PRACTICAL Setting of various types of Buffet</p>
06	<p>GUERIDON SERVICE</p> <ul style="list-style-type: none"> A. History of gueridon B. Definition C. General consideration of operations D. Advantages .Dis-advantages E. Types of trolleys F. Factor to create impulse, Buying – Trolley, open kitchen G. Gueridon equipment H. Gueridon ingredients <p>PRACTICAL Preparing items on Gueridon trolley</p> <ul style="list-style-type: none"> <input type="checkbox"/> Crêpe Suzette <input type="checkbox"/> Banana au Rhum <input type="checkbox"/> Peach Flambé <input type="checkbox"/> Rum Omlette <input type="checkbox"/> Steak Diane <input type="checkbox"/> Pepper Steak
07	<p>BAR OPERATIONS</p> <ul style="list-style-type: none"> A. Types of Bar <ul style="list-style-type: none"> <input type="checkbox"/> Cocktail <input type="checkbox"/> Dispense B. Area of Bar C. Front Bar D. Back Bar E. Under Bar (Speed Rack, Garnish Container, Ice well etc.) F. Bar Stock G. Bar Control H. Bar Staffing I. Opening and closing duties

	<p>PRACTICAL Designing and setting the bar for above sub-topics</p>
08	<p>COCKTAILS & MIXED DRINKS</p> <ul style="list-style-type: none"> A. Definition and History B. Classification C. Recipe, Preparation and Service of Popular Cocktails <ul style="list-style-type: none"> - Martini – Dry & Sweet - Manhattan – Dry & Sweet - Dubonnet - Roy-Roy - Bronx - White Lady - Pink Lady - Side Car - Bacardi - Alexandra - John Collins - Tom Collins - Gin FIZZ - Pimm’s Cup – no. 1,2,3,4,5 - Flips - Noggs - Champagne Cocktail - Between the Sheets - Daiquiri - Bloody Mary - Screw Driver - Tequilla Sunrise - Gin-Sling - Planters Punch - Singapore Sling - Pinacolada - Rusty Nail - B&B - Black Russian - Margarita - Gimlet – Dry & Sweet - Cuba Libre - Whisky Sour - Blue Lagoon - Harvey Wall Banger - Bombay Cocktail

	PRACTICAL Preparation of Cocktails
09.	KITCHEN STEWARDING A. Importance B. Opportunities in kitchen stewarding C. Record maintaining D. Machine used for cleaning and polishing E. Inventory PRACTICAL Using and Operating Machines

ADVANCE FRONT OFFICE OPERATIONS (BHM303)

Maximum Marks: 100

S. No	Topic	
01	PLANNING & EVALUATING FRONT OFFICE OPERATIONS A. Introduction B. Forecasting Room Revenue C. Useful forecasting data i. % of walk ii. % of overstay iii. % of no shows iv. % of under stay D. Forecast formula E. Sample forecast forms	
02	BUDGETING A. Making of front office budget B. Refining budget C. Estimating expenses D. Forecasting room revenue E. Advantages of budgeting	
03	COMPUTER APPLICATION IN FRONT OFFICE OPERATION A. Fidelio / IDS / Shawman B. Amadeus	
04	YIELD MANAGEMENT A. Concept and importance B. Yield Management Team C. Measuring yield D. Hospitality applications E. Yield Statistic	

PRACTICAL (20 hours)

Hands on practice of computer application (Hotel Management System) related to front office procedures plus practice of:-

- How to prepare for sudden system shutdown
- How to checkout standing batch totals
- How to do a credit check report
- How to process late charges on third party
- How to process late charges to credit card
- How to check out during system shut down
- Handling part settlements for long staying guest

How to handle paymaster folios
How to handle bills on hold

ADVANCE HOUSEKEEPING OPERATIONS (BHM304)
Maximum Marks:100

S.No	Topic
01	<p>CARPETS, WALL COVERINGS AND WINDOWS</p> <p>A. Carpets – Types and characteristics, Selection of carpet, manufacture, care and maintenance of carpets B. Types of walls, Types of wall coverings, Maintenance of walls C. Types and designs of windows, window treatments</p>
02	<p>SOFT FURNISHING</p> <p>A. Curtains, various types of curtains B. Care and Cleaning of curtains C. Blinds and cushions</p>
03	<p>CONTRACTS AND OUTSOURCING</p> <p>A. Defining outsourcing and Contract B. Contract service in Housekeeping C. Advantages & disadvantages of contract services D. Hiring contract providers</p>
04	<p>SAFETY AND SECURITY</p> <p>A. Occupational hazard, First aid B. Fire safety and fire fighting C. Accidents and accidents preventions</p>
05	<p>INTERIOR DECORATION</p> <p>A. Objectives of interior designing B. Elements of design C. Planning trends in Hotels D. Colour – Importance characteristics and classification E. Colour wheel</p>
06	<p>LAYOUT OF GUEST ROOMS</p> <p>A. Sizes of rooms, sizes of furniture, furniture arrangement B. Principles of design C. Refurbishing and redecoration</p>
07	<p>NEW PROPERTY COUNTDOWN</p> <p>A. Starting up Housekeeping B. Countdown</p>

PRACTICAL

S.No.	Topic
01	First Aid A. First aid kit B. Dealing with emergency situation
02	Special Decorations
03	Layout of a guest room
04	Team cleaning
05	Devising training modules/standard operating procedures/inspection check lists

FOOD & BEVERAGE MANAGEMENT (BHM305)
Maximum Marks:100

S. No	Topic
01	COST DYNAMICS A. Elements of Cost B. Classification of Cost
02	SALES CONCEPTS A. Various Sales Concept B. Uses of Sales Concept
03	INVENTORY CONTROL A. Importance B. Objective C. Method D. Levels and Technique E. Perpetual Inventory F. Monthly Inventory G. Pricing of Commodities
04	BEVERAGE CONTROL A. Purchasing B. Receiving C. Storing D. Issuing E. Production Control F. Standard Recipe G. Standard Portion Size H. Bar Frauds I. Books maintained J. Beverage Control
05	SALES CONTROL A. Procedure of Cash Control B. Machine System C. ECR D. NCR E. Preset Machines

- F. POS
- G. Reports
- H. Thefts
- I. Cash Handling

06	<p>BUDGETARY CONTROL</p> <ul style="list-style-type: none"> A. Define Budget B. Define Budgetary Control C. Objectives D. Frame Work E. Key Factors F. Types of Budget G. Budgetary Control
07	<p>VARIANCE ANALYSIS</p> <ul style="list-style-type: none"> A. Standard Cost B. Standard Costing C. Cost Variances D. Material Variances E. Labour Variances F. Overhead Variance G. Fixed Overhead Variance H. Sales Variance I. Profit Variance
08	<p>BREAKEVEN ANALYSIS</p> <ul style="list-style-type: none"> A. Breakeven Chart B. P V Ratio C. Contribution D. Marginal Cost E. Graphs
09	<p>MENU MERCHANDISING</p> <ul style="list-style-type: none"> A. Menu Control B. Menu Structure C. Planning D. Pricing of Menus E. Types of Menus F. Menu as Marketing Tool G. Layout H. Constraints of Menu Planning
10.	<p>MENU ENGINEERING</p> <ul style="list-style-type: none"> A. Definition and Objectives B. Methods C. Advantages

11.

MIS

- A. Reports
- B. Calculation of actual cost
- C. Daily Food Cost
- D. Monthly Food Cost
- E. Statistical Revenue Reports
- F. Cumulative and non-cumulative**

FACILITY PLANNING (BHM306)
Maximum Marks: 100

S.No	Topic
01	<p>HOTEL DESIGN</p> <p>A. Design Consideration</p> <ul style="list-style-type: none"> - Attractive Appearance - Efficient Plan - Good location - Suitable material - Good workmanship - Sound financing - Competent Management
02	<p>FACILITIES PLANNING</p> <p>The systematic layout planning pattern (SLP)</p> <p>Planning consideration</p> <ul style="list-style-type: none"> A. Flow process & Flow diagram B. Procedure for determining space considering the guiding factors for guest room/ public facilities, support facilities & services, hotel administration, internal roads/budget hotel/5 star hotel <p>Architectural consideration</p> <ul style="list-style-type: none"> A. Difference between carpet area plinth area and super built area, their relationships, reading of blue print (plumbing, electrical, AC, ventilation, FSI, FAR, public Areas) B. Approximate cost of construction estimation C. Approximate operating areas in budget type/5 star type hotel approximate other operating areas per guest room
3	STAR CLASSIFICATION OF HOTEL

	Criteria for star classification of hotel (Five, four, three, two, one & heritage)	
04	KITCHEN A. Equipment requirement for commercial kitchen B. Developing Specification for various Kitchen equipments	
05	KITCHEN LAY OUT & DESIGN A. Principles of kitchen layout and design B. Placement of equipment C. Flow of work D. Space allocation E. Kitchen equipment, manufacturers and selection F. Layout of commercial kitchen (types, drawing a layout of a Commercial kitchen) G. Budgeting for kitchen equipment	
06	KITCHEN STEWARDING LAYOUT AND DESIGN A. Importance of kitchen stewarding B. Kitchen stewarding department layout and design	
07	STORES – LAYOUT AND DESIGN A. Stores layout and planning (dry, cold and bar) B. Various equipment of the stores C. Work flow in stores	
8	ENERGY CONSERVATION A. Necessity for energy conservation B. Methods of conserving energy in different area of operation of a hotel C. Developing and implementing energy conservation program for a hotel	
09	CAR PARKING Calculation of car park area for different types of hotels	
10	Special provisions for Handicapped Guests	

FINANCIAL MANAGEMENT (BHM307)

Maximum Marks: 100

S.No	Topic	
01	FINANCIAL MANAGEMENT MEANING & SCOPE A. Meaning of business finance B. Meaning of financial management C. Objectives of financial management	
02	FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION A. Meaning and types of financial statements B. Techniques C. Limitations of financial analysis	
03	RATIO ANALYSIS A. Meaning of ratio B. Classification of ratios C. Profitability ratios D. Turnover ratios E. Financial ratios	
04	FUNDS FLOW ANALYSIS A. Meaning of funds flow statement B. Uses of funds flow statement C. Preparation of funds flow statement D. Treatment of provision for taxation and proposed dividends (as non-current liabilities)	
05	CASH FLOW ANALYSIS A. Meaning of cash flow statement B. Preparation of cash flow statement C. Difference between cash flow and funds flow analysis	
06	FINANCIAL PLANNING MEANING & SCOPE A. Meaning of Financial Planning B. Meaning of Financial Plan C. Capitalisation	

07	<p>CAPITAL EXPENDITURE</p> <ul style="list-style-type: none"> A. Meaning of Capital Structure B. Factors determining capital structure C. Point of indifference 	
08	<p>WORKING CAPITAL MANAGEMENT</p> <ul style="list-style-type: none"> A. Importance of working capital B. Factors determining working capital needs C. Over trading and under trading 	
09	<p>CAPITAL BUDGETING</p> <ul style="list-style-type: none"> A. Importance of Capital Budgeting B. Capital Budgeting appraising methods C. Payback period D. Average rate of return E. Net Present Value F. Profitability index G. Internal rate of return 	

STRATEGIC MANAGEMENT (BHM308)
Maximum Marks:50

S.No.	Topic
01	<p>ORGANISATIONAL STRATEGY</p> <p>A. MISSION Mission Statement</p> <p>B. OBJECTIVES Formal objectives Objective Vs Goal</p> <p>C. STRATEGY DEVELOPING STRATEGIES - Adaptive Search - Intuition search - Strategic factors - Picking Niches - Entrepreneurial Approach</p>
02	<p>ENVIRONMENTAL AND INTERNAL RESOURCE ANALYSIS</p> <p>A. NEED FOR ENVIRONMENTAL ANALYSIS</p> <p>B. KEY ENVIRONMENTAL VARIABLE FACTORS</p> <p>C. OPPORTUNITIES AND THREATS Internal resource analysis</p> <p>D. FUNCTIONAL AREAS RESOURCE DEVELOPMENT MATRIX</p> <p>E. STRENGTHS AND WEAKNESSES Marketing Finance Production Personnel Organisation</p>
03	<p>STRATEGY FORMULATION</p> <p>A. CORPORATE LEVEL STRATEGIES Stability Strategies Expansion Strategies Retrenchment Strategies Restructuring Strategies</p> <p>B. INTEGRATION STRATEGIES Horizontal integration Vertical integration</p> <p>C. DIVERSIFICATION STRATEGIES</p>

	<p>Concentric or related diversification</p> <p>D. INTERNATIONALIZATION STRATEGIES</p> <p>Types of international strategies</p> <p>Strategic decisions in internationalization</p>
04	<p>STRATEGIC ANALYSIS AND CHOICE</p> <p>A. FACTORS INFLUENCING CHOICE</p> <p>Strategy formulation</p> <p>B. INPUT STAGE</p> <p>Internal factor evaluation matrix</p> <p>External factor evaluation matrix</p> <p>Competitive profile matrix</p> <p>C. MATCHING STAGE</p> <p>Threats opportunities – weaknesses – strengths matrix (TOWS)</p> <p>Strategic position and action evaluation matrix (SPACE)</p> <p>Boston consulting group matrix (BCGM)</p> <p>Internal – External matrix</p> <p>Grand Strategy matrix</p> <p>D. DECISION STAGE</p> <p>Quantitative Strategic Planning matrix (QSPM)</p>
05	<p>POLICIES IN FUNCTIONAL AREAS</p> <p>A. Policy</p> <p>B. Product policies</p> <p>C. Personnel policies</p> <p>D. Financial policies</p> <p>E. Marketing policies</p> <p>F. Public relation policies</p>
06	<p>NATURE OF STRATEGIC IMPLEMENTATION</p> <p>A. Barriers to strategy implementation</p> <p>B. Inter relationship of formulation and implementation</p> <p>C. Forward and Backward linkages</p> <p>D. A Model of Strategy Implementation</p> <p>E. Project implementation</p> <p>F. Procedural implementation</p> <p>G. Resource allocation</p>

RESEARCH PROJECT (BHM309)

The purpose of research is to seek answers to problems through the application of scientific methodology, which guarantees that the information is reliable and unbiased. This information is utilised to make conclusions and recommend solutions. Good research depends on addressing key points based on a checklist approach. Some elementary factors need to be kept in mind while preparing a research and deciding the topic, these could be based on its relevance, feasibility, coverage, accuracy and research, objectivity and ethics.

Based on the above principles, the research project would be prepared by a student under guidance of a faculty member, familiar with the scientific research methodology. The research would clearly spell out the objective, its findings, the methodology adopted, a conclusion and recommendations. The research project will then be presented to a panel of internal and external examiner through a report and viva voce.

Two hours per week have been allocated for guiding students in undertaking the research project. Research Methodology has already been taught in the 2nd year and topic for research allotted to students. In the 3rd year the student will undertake practical field research and preparation of the project. At term end, the research project will be presented before a panel. The research project will carry weightage of 200 marks equivalent to eight credits.

**MARKETING AND ITS RELEVANCE IN TOURISM
(BHM310)**

Maximum Marks:100

S.NO	Topic
1.	<p>Tourism Marketing</p> <ul style="list-style-type: none"> A. Introduction to Tourism Marketing B. Unique features of Tourism Product C. Tourism a service based industry D. Tourism Markets
2.	<p>Analysis and Selection of Markets</p> <ul style="list-style-type: none"> A. Methods of forecasting Demand B. Market segmentation in Tourism C. Role of Technology in Tourism Marketing
3.	<p>Marketing and Sales</p> <ul style="list-style-type: none"> A. Marketing vs Sales B. Management's Role in Marketing & sales C. The importance of sales – Sales a Career D. The Challenges of Hospitality Sales
4.	<p>Tourism Marketing Mix</p> <ul style="list-style-type: none"> A. Product Development B. Pricing Strategies C. Promotion Strategies D. Distribution Strategies E. The Fifth P: People, Process and Physical Evidence
5.	<p>Destination Marketing</p> <ul style="list-style-type: none"> A. Regions, Cities, Leisure Spots B. Events, Activities, Individuals C. Shopping, Education and Culture D. Local Foods
6.	<p>Accommodation Marketing</p> <ul style="list-style-type: none"> A. Star Category Hotels B. Alternate Accommodation C. Supplementary Accommodation D. Linkages in the Trade

7.	Transport and Travel Services Marketing <ul style="list-style-type: none">A. Air lines MarketingB. Tourist Transport MarketingC. Travel Agency MarketingD. Tour Operators Marketing
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Communication French (BHM 311)

Maximum marks: 100

S.NO	TOPIC
1.	Basic French <ul style="list-style-type: none">A. Understanding and uses of accents, orthographic signs & PunctuationB. Knowledge of cardinaux & ordinaux (Ordinal & cardinal)C. Days, Dates, Time, Months and Seasons
2.	Basic elements of grammar <ul style="list-style-type: none">A. Conjugation of first second & third group (irregular) of verbs in present tenseB. The articles Plural of NounsC. Verb "Etre", 'Avoir'D. OppositesE. Pronouns en ety – Pronoms relatifs – comparatifs et superlatifs-conjugaison du futur-present continu et passe' re'cent.F. Formation of English to French & French to EnglishG. Negative Positive Interrogative sentencesH. Expressions de politesseI. Les commandsJ. Expressions d' encouragementK. Adjectifs et pronoms indefinis-fur anterieur- plusque – parfait-expression de la dur'ee-prepositions et adverbes de lieu – expression de la consequence
3.	Communication <ul style="list-style-type: none">A. Written comprehension; Demander 1' autroisation- interdire- formuler des projects – discuter et de'batte.B. Conversation practice covering all technical terms of the hotel industryC. General conversationD. Reading of relevant articles from books, articles, use of audio visual aids
4.	Hotel French <ul style="list-style-type: none">A. Expressions de politesse et les commander et Expressions d'encouragementB. Basic conversation related to Front Office activities

such as:

- i. Reservations (personal and telephonic)
- ii. Reception (Doorman, Bell Boys, Receptionist etc.)

C. Cleaning of Room & change of Room etc.

D. Culinary French

- i. Classical recipes (recettes classique)
- ii. Historical Background of Classical Garnishes
- iii. Larder terminology and vocabulary

GUEST SPEAKERS & SELF STUDY

As per the teaching scheme, two hours per week have been allocated for inviting Guest Speakers from the industry that would give a firsthand input in the operational areas of hospitality management and allied service sectors. It would be mandatory to conduct at least 15 guest lecturers per academic year for the benefit of 3rd year students who are to be prepared for entry to the industry. Relevant topics may be identified for guest speakers, creating a good academic interface with the industry. Besides, student must be encouraged to undertake self-study through assignments, including inputs from internal and external libraries, Internet access, field visits, etc.