

5th SEMESTER TEACHING & EXAMINATION SCHEME (17 WEEKS)

National Council Component

| No. | Subject code | Subject | Hours per week | | Term Marks* | |
|-------------|--------------|--|----------------|-----|-------------|-----|
| | | | Th. | Pr. | Th. | Pr. |
| 1 | BHM311 | Advance Food Production Operations - I | 02 | 08 | 100 | 100 |
| 2 | BHM312 | Advance Food & Beverage Operations – I | 02 | 02 | 100 | 100 |
| 3 | BHM313 | Front Office Management - I | 02 | 02 | 100 | 100 |
| 4 | BHM314 | Accommodation Management - I | 02 | 02 | 100 | 100 |
| 5 | BHM307 | Financial Management | 04 | - | 100 | - |
| 6 | BHM308 | Strategic Management | 02 | - | 50 | - |
| 7 | BHM309 | Research Project | - | 01 | - | - |
| 8 | -- | Special topics/Guest speakers | 02 | - | - | - |
| TOTAL: | | | 16 | 15 | 550 | 400 |
| GRAND TOTAL | | | 31 | | 950 | |

* Term marks will comprise 30% In course & 70% Term end exam marks.

IGNOU Component

| No. | Subject code | Subject | Counselling sessions |
|-----|--------------|-------------------|---|
| 01 | TS-6 | Tourism Marketing | 10-12 counselling sessions of two hours each per group per year |



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No. | Topic | Hours | Weight age |
|-------|--|-------|------------|
| 01 | LARDER | | |
| | I. LAYOUT & EQUIPMENT | 02 | 05% |
| | A. Introduction of Larder Work B. Definition C. Equipment found in the larder D. Layout of a typical larder with equipment and various sections | | |
| 01 | II. TERMS & LARDER CONTROL | 03 | 10% |
| | A. Common terms used in the Larder and Larder control B. Essentials of Larder Control C. Importance of Larder Control D. Devising Larder Control Systems E. Leasing with other Departments F. Yield Testing | | |
| | III. DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF | 03 | 10% |
| 01 | A. Functions of the Larder B. Hierarchy of Larder Staff C. Sections of the Larder D. Duties & Responsibilities of larder Chef | | |
| | CHARCUTIERIE | | |
| | I. SAUSAGE | 02 | 05% |
| 02 | A. Introduction to charcuterie B. Sausage – Types & Varieties C. Casings – Types & Varieties D. Fillings – Types & Varieties E. Additives & Preservatives | | |
| | II. FORCEMEATS | 02 | 05% |
| | A. Types of forcemeats B. Preparation of forcemeats C. Uses of forcemeats | | |
| 02 | III. BRINES, CURES & MARINADES | 02 | 05% |
| | A. Types of Brines B. Preparation of Brines C. Methods of Curing D. Types of Marinades E. Uses of Marinades F. Difference between Brines, Cures & Marinades | | |



| | | | |
|--|--|---|---|
| | <p>IV. HAM, BACON & GAMMON</p> <p>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</p> <p>V. GALANTINES</p> <p>A. Making of galantines B. Types of Galantine C. Ballotines</p> <p>VI. PATES</p> <p>A. Types of Pate B. Pate de foie gras C. Making of Pate D. Commerical pate and Pate Maison E. Truffle – sources, Cultivation and uses and Types of truffle.</p> <p>VII. MOUSE & MOUSSELINE</p> <p>A. Types of mousse B. Preparation of mousse C. Preparation of mousseline D. Difference between mousse and mousseline</p> <p>VIII. CHAUD FROID</p> <p>A. Meaning of Chaud froid B. Making of chaud frod & Precautions C. Types of chaud froid D. Uses of chaud froid</p> <p>IX. ASPIC & GELEE</p> <p>A. Definition of Aspic and Gelee B. Difference between the two C. Making of Aspic and Gelee D. Uses of Aspic and Gelee</p> <p>X. QUENELLES, PARFAITS, ROULADES</p> <p>Preparation of Quenelles, Parfaits and Roulades</p> | <p>02</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> | <p>05%</p> <p>05%</p> <p>05%</p> <p>05%</p> <p>05%</p> <p>05%</p> <p>05%</p> <p>05%</p> |
|--|--|---|---|



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|--------------|---|----|------|
| | XI. NON EDIBLE DISPLAYS A. Ice carvings B. Tallow sculpture C. Fruit & vegetable Displays D. Salt dough E. Pastillage F. Jelly Logo G. Thermacol work | 03 | 10% |
| 03 | APPETIZERS & GARNISHES A. Classification of Appetizers B. Examples of Appetizers C. Historic importance of culinary Garnishes D. Explanation of different Garnishes | 02 | 05% |
| 04 | SANDWICHES A. Parts of Sandwiches B. Types of Bread C. Types of filling – classification D. Spreads and Garnishes E. Types of Sandwiches F. Making of Sandwiches G. Storing of Sandwiches | 02 | 05% |
| 05 | USE OF WINE AND HERBS IN COOKING A. Ideal uses of wine in cooking B. Classification of herbs C. Ideal uses of herbs in cooking | 01 | 05% |
| TOTAL | | 30 | 100% |



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (PRACTICAL)**PART A - COOKERY****HOURS ALLOTTED: 60****MAXIMUM MARKS: 50**

| Topic | Contact hours |
|--|---------------|
| <u>MENU 01</u> <ul style="list-style-type: none"> • Consommé Carmen • Poulet Sauté Chasseur • Pommes Loretta • Haricots Verts | 4 |
| <u>MENU 02</u> <ul style="list-style-type: none"> • Bisque D'écrevisse • Escalope De Veau viennoise • Pommes Batailles • Epinards au Gratin | 4 |
| <u>MENU 03</u> <ul style="list-style-type: none"> • Crème Du Barry • Darne De Saumon Grille • Sauce paloise • Pommes Fondant • Petits Pois A La Flamande | 4 |
| <u>MENU 04</u> <ul style="list-style-type: none"> • Veloute Dame Blanche • Cote De Porc Charcuterie • Pommes De Terre A La Crème • Carottes Glace Au Gingembre | 4 |
| <u>MENU 05</u> <ul style="list-style-type: none"> • Cabbage Chowder • Poulet A La Rex • Pommes Marguises • Ratatouille | 4 |
| <u>MENU 06</u> <ul style="list-style-type: none"> • Barquettes Assortis • Stroganoff De Boeuf • Pommes Persilles • Riz Pilaf | 4 |
| <u>MENU 07</u> <ul style="list-style-type: none"> • Duchesse Nantua • Poulet Maryland • Croquette Potatoes • Banana fritters • Corn gallets | 4 |



| | |
|--|----|
| MENU 08 <ul style="list-style-type: none"> • Kromeskies • Filet De Sols Walweska • Pommes Lyonnaise • Funghi Marirati | 4 |
| MENU 09 <ul style="list-style-type: none"> • Vol-Au-Vent De Volaille Et Jambon • Poulet a la kiev • Creamy Mashed Potatoes • Butter tossed green peas | 4 |
| MENU 10 <ul style="list-style-type: none"> • Quiche Lorraine • Roast Lamb • Mint sauce • Pommes Parisienne | 4 |
| Plus 5 Buffets <ul style="list-style-type: none"> • Cold Buffet • Hot Continental • Hot Indian • Buffet Desserts • Bread Displays | 20 |
| TOTAL | 60 |



BHM311 - ADVANCE FOOD PRODUCTION OPERATIONS – I (PRACTICAL)
PART B – BAKERY & PATISSERIE
HOURS ALLOTTED: 60 MAXIMUM MARKS: 50

| S.No. | Topic | Contact hours |
|--------------|--|----------------------|
| 1 | Brioche Baba au Rhum | 4 |
| 2 | Soft Rolls Chocolate Parfait | 4 |
| 3 | French Bread Tarte Tartin | 4 |
| 4 | Garlic Rolls Crêpe Suzette | 4 |
| 5 | Harlequin Bread Chocolate Cream Puffs | 4 |
| 6 | Foccacia Crème Brûlée | 4 |
| 7 | Vienna Rolls Mousse Au Chocolat | 4 |
| 8 | Bread Sticks Souffle Milanaise | 4 |
| 9 | Brown Bread Pâte Des Pommes | 4 |
| 10 | Clover Leaf Rolls Savarin des fruits | 4 |
| 11 | Whole Wheat Bread Charlotte Royal | 4 |
| 12 | Herb & Potato Loaf Doughnuts | 4 |
| 13 | Milk Bread Gateaux des Peache | 4 |
| 14 | Ciabatta Chocolate Brownie | 4 |
| 15 | Buffet desserts Modern Plating Styles | 4 |
| TOTAL | | 60 |



BHM312 - ADVANCE FOOD & BEVERAGE OPERATIONS – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No. | Topic | Hours | Weight age |
|-------|---|-------|------------|
| 01 | <p>PLANNING & OPERATING VARIOUS F&B OUTLET</p> <p>A. Physical layout of functional and ancillary areas B. Objective of a good layout C. Steps in 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, Cutlery - steel or silver etc. L. Suppliers & manufacturers M. Approximate cost N. Planning Décor, furnishing fixture etc.</p> | 08 | 25% |
| 02 | <p>FUNCTION CATERING</p> <p>BANQUETS</p> <p>A. History B. Types C. Organisation of Banquet department D. Duties & responsibilities E. Sales F. Booking procedure G. Banquet menus</p> <p>BANQUET PROTOCOL</p> <ul style="list-style-type: none"> • Space Area requirement • Table plans/arrangement • Misc-en-place • Service • Toast & Toast procedures <p>INFORMAL BANQUET</p> <ul style="list-style-type: none"> • Réception • Cocktail parties • Convention • Seminar • Exhibition • Fashion shows | 08 | 25% |



| | | | |
|--------------|---|----|------|
| | <ul style="list-style-type: none"> • Trade Fair • Wedding • Outdoor catering | | |
| 03 | <p>FUNCTION CATERING</p> <p>BUFFETS</p> <p>A. Introduction</p> <p>B. Factors to plan buffets</p> <p>C. Area requirement</p> <p>D. Planning and organisation</p> <p>E. Sequence of food</p> <p>F. Menu planning</p> <p>G. Types of Buffet</p> <p>H. Display</p> <p>I. Sit down</p> <p>J. Fork, Finger, Cold Buffet</p> <p>K. Breakfast Buffets</p> <p>L. Equipment</p> <p>M. Supplies</p> <p>N. Check list</p> | 08 | 30% |
| 04 | <p>GUERIDON SERVICE</p> <p>A. History of gueridon</p> <p>B. Definition</p> <p>C. General consideration of operations</p> <p>D. Advantages & Dis-advantages</p> <p>E. Types of trolleys</p> <p>F. Factor to create impulse, Buying – Trolley, open kitchen</p> <p>G. Gueridon equipment</p> <p>H. Gueridon ingredients</p> | 04 | 15% |
| 05 | <p>KITCHEN STEWARDING</p> <p>A. Importance</p> <p>B. Opportunities in kitchen stewarding</p> <p>C. Record maintaining</p> <p>D. Machine used for cleaning and polishing</p> <p>E. Inventory</p> | 02 | 05% |
| TOTAL | | 30 | 100% |



BHM312 - ADVANCE FOOD & BEVERAGE OPERATIONS – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No | Topic | Hours |
|--------------|--|--------------|
| 01 | Planning & Operating Food & Beverage Outlets <u>Class room Exercise</u> <ul style="list-style-type: none"> • Developing Hypothetical Business Model of Food & Beverage Outlets • Case study of Food & Beverage outlets - Hotels & Restaurants | 08 |
| 02 | Function Catering – Banquets <ul style="list-style-type: none"> • Planning & organizing Formal & Informal Banquets • Planning & organizing Outdoor caterings | 08 |
| 03 | Function Catering – Buffets Planning & organizing various types of Buffet | 04 |
| 04 | Gueridon Service <ul style="list-style-type: none"> • Organizing Mise-en-place for Gueridon Service • Dishes involving work on the Gueridon <ul style="list-style-type: none"> Task-01 Crepe suzette Task-02 Banana au Rhum Task-03 Peach Flambe Task-04 Rum Omelette Task-05 Steak Diane Task-06 Pepper Steak | 08 |
| 05 | Kitchen Stewarding <ul style="list-style-type: none"> • Using & operating Machines • Exercise – physical inventory | 02 |
| TOTAL | | 30 |



BHM313 - FRONT OFFICE MANAGEMENT – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No. | Topic | Hours | Weight age |
|--------------|--|--------------|-------------------|
| 01 | PLANNING & EVALUATING FRONT OFFICE OPERATIONS A. Setting Room Rates (Details/Calculations thereof) - Hubbart Formula, market condition approach & Thumb Rule - Types of discounted rates – corporate, rack etc. B. Forecasting techniques C. Forecasting Room availability D. Useful forecasting data <ul style="list-style-type: none"> • % of walking • % of overstay • % of under stay E. Forecast formula F. Types of forecast G. Sample forecast forms H. Factors for evaluating front office operations | 12 | 40% |
| 02 | BUDGETING A. Types of budget & budget cycle B. Making front office budget C. Factors affecting budget planning D. Capital & operations budget for front office E. Refining budgets, budgetary control F. Forecasting room revenue G. Advantages & Disadvantages of budgeting | 12 | 40% |
| 03 | PROPERTY MANAGEMENT SYSTEM A. Fidelio / IDS / Shawman B. Amadeus | 06 | 20% |
| TOTAL | | 30 | 100% |



BHM313 - FRONT OFFICE MANAGEMENT – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

Hands on practice of computer applications on PMS front office procedures such as:

- Night audit,
- Income audit,
- Accounts
- Situation handling – handling guests & internal situations requiring management tactics/strategies

SUGGESTIVE LIST OF TASKS FOR FRONT OFFICE OPERATION SYSTEM

| S.No. | Topic |
|-------|--|
| 01 | HMS Training – Hot Function keys |
| 02 | How to put message |
| 03 | How to put a locator |
| 04 | How to check in a first time guest |
| 05 | How to check in an existing reservation |
| 06 | How to check in a day use |
| 07 | How to issue a new key |
| 08 | How to verify key |
| 09 | How to cancel a key |
| 10 | How to issue a duplicate key |
| 11 | How to extend a key |
| 12 | How to print and prepare registration cards for arrivals |
| 13 | How to programme keys continuously |
| 14 | How to programme one key for two rooms |
| 15 | How to re-programme a key |
| 16 | How to make a reservation |
| 17 | How to create and update guest profiles |
| 18 | How to update guest folio |
| 19 | How to print guest folio |
| 20 | How to make sharer reservation |
| 21 | How to feed remarks in guest history |
| 22 | How to add a sharer |
| 23 | How to make add on reservation |
| 24 | How to amend a reservation |
| 25 | How to cancel a reservation |
| 26 | How to make group reservation |
| 27 | How to make a room change on the system |
| 28 | How to log on cashier code |
| 29 | How to close a bank at the end of each shift |
| 30 | How to put a routing instruction |
| 31 | How to process charges |
| 32 | How to process a guest check out |
| 33 | How to check out a folio |
| 34 | How to process deposit for arriving guest |
| 35 | How to process deposit for in house guest |
| 36 | How to check room rate variance report |



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|----|--|
| 37 | How to process part settlements |
| 38 | How to tally allowance for the day at night |
| 39 | How to tally paid outs for the day at night |
| 40 | How to tally forex for the day at night |
| 41 | How to pre-register a guest |
| 42 | How to handle extension of guest stay |
| 43 | Handle deposit and check ins with voucher |
| 44 | How to post payment |
| 45 | How to print checked out guest folio |
| 46 | Check out using foreign currency |
| 47 | Handle settlement of city ledger balance |
| 48 | Handle payment for room only to Travel Agents |
| 49 | Handle of banquet event deposits |
| 50 | How to prepare for sudden system shutdown |
| 51 | How to checkout standing batch totals |
| 52 | How to do a credit check report |
| 53 | How to process late charges on third party |
| 54 | How to process late charges to credit card |
| 55 | How to check out during system shut down |
| 56 | Handling part settlements for long staying guest |
| 57 | How to handle paymaster folios |
| 58 | How to handle bills on hold |



BHM314 - ACCOMMODATION MANAGEMENT – I (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No. | Topic | Hours | Weight age |
|--------------|--|--------------|-------------------|
| 01 | PLANNING AND ORGANISING THE HOUSE KEEPING DEPARTMENT A. Area inventory list B. Frequency schedules C. Performance and Productivity standards D. Time and Motion study in House Keeping operations E. Standard Operating manuals – Job procedures F. Job allocation and work schedules G. Calculating staff strengths & Planning duty rosters, team work and leadership in House Keeping H. Training in HKD, devising training programmes for HK staff I. Inventory level for non recycled items J. Budget and budgetary controls K. The budget process L. Planning capital budget M. Planning operation budget N. Operating budget – controlling expenses – income statement O. Purchasing systems – methods of buying P. Stock records – issuing and control | 15 | 50% |
| 02 | HOUSEKEEPING IN INSTITUTIONS & FACILITIES OTHER THAN HOTELS | 04 | 15% |
| 03 | CONTRACT SERVICES A. Types of contract services B. Guidelines for hiring contract services C. Advantages & disadvantages of contract services | 04 | 15% |
| 04 | ENERGY AND WATER CONSERVATION IN HOUSEKEEPING OPERATIONS | 05 | 15% |
| 05 | FIRST AID | 02 | 05% |
| TOTAL | | 30 | 100% |



BHM314 - ACCOMMODATION MANAGEMENT – I (PRACTICAL)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

| S.No. | Topic | Hours |
|--------------|--|--------------|
| 1 | Team cleaning <ul style="list-style-type: none"> • Planning • Organizing • Executing • Evaluating | 4 |
| 2 | Inspection checklist | 2 |
| 3 | Time and motion study <ul style="list-style-type: none"> • Steps of bed making • Steps in servicing a guest room etc | 12 |
| 4 | Devising/ designing training module <ul style="list-style-type: none"> • Refresher training(5 days) • Induction training(2 days) • Remedial training(5 days) | 12 |
| TOTAL | | 30 |



BHM307 - FINANCIAL MANAGEMENT
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

| S.No. | Topic | Hours | Weight age |
|-------|--|-------|------------|
| 01 | FINANCIAL MANAGEMENT MEANING & SCOPE A. Meaning of business finance B. Meaning of financial management C. Objectives of financial management | 02 | 05% |
| 02 | FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION A. Meaning and types of financial statements B. Techniques of financial analysis C. Limitations of financial analysis D. Practical problems | 07 | 10% |
| 03 | RATIO ANALYSIS A. Meaning of ratio B. Classification of ratios C. Profitability ratios D. Turnover ratios E. Financial ratios F. Du Pent Control Chart G. Practical Problems | 12 | 20% |
| 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) E. Practical problems | 10 | 15% |
| 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 D. Practical problems | 10 | 15% |
| 06 | FINANCIAL PLANNING MEANING & SCOPE A. Meaning of Financial Planning B. Meaning of Financial Plan C. Capitalisation D. Practical problems | 05 | 10% |
| 07 | CAPITAL EXPENDITURE | 05 | 10% |



| | | | |
|--------------|---|----|------|
| | <ul style="list-style-type: none"> A. Meaning of Capital Structure B. Factors determining capital structure C. Point of indifference D. Practical problems | | |
| 08 | WORKING CAPITAL MANAGEMENT <ul style="list-style-type: none"> A. Concept of working capital B. Factors determining working capital needs C. Over trading and under trading | 02 | 05% |
| 09 | BASICS OF CAPITAL BUDGETING <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 H. Practical problems | 07 | 10% |
| TOTAL | | 60 | 100% |



BHM308 - STRATEGIC MANAGEMENT
HOURS ALLOTTED: 30 MAXIMUM MARKS: 50

| S.No. | Topic | Hours | Weight age |
|-------|---|-------|---------------|
| 01 | <p>ORGANISATIONAL STRATEGY</p> <p>A. MISSION</p> <ul style="list-style-type: none"> • Mission Statement Elements and its importance <p>B. OBJECTIVES</p> <ul style="list-style-type: none"> • Necessity of formal objectives • Objective Vs Goal <p>C. STRATEGY</p> <ul style="list-style-type: none"> • DEVELOPING STRATEGIES <ul style="list-style-type: none"> - Adaptive Search - Intuition search - Strategic factors - Picking Niches - Entrepreneurial Approach | 04 | 15% |
| 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</p> <ul style="list-style-type: none"> • Internal resource analysis <p>D. FUNCTIONAL AREAS RESOURCE DEVELOPMENT MATRIX</p> <p>E. STRENGTHS AND WEAKNESSES</p> <ul style="list-style-type: none"> • Marketing • Finance • Production • Personnel • Organisation | 05 | 15% |
| 03 | <p>STRATEGY FORMULATION</p> <p>A. STRATEGY (GENERAL) ALTERNATIVES</p> <ul style="list-style-type: none"> • Stability Strategies • Expansion Strategies • Retrench Strategies • Combination Strategies <p>B. COMBINATION STRATEGIES</p> <ul style="list-style-type: none"> • Forward integration • Backward integration • Horizontal integration • Market penetration • Market development • Product development • Concentric diversification • Conglomerate diversification • Horizontal diversification • Joint Venture | 08 | 25% |



| | | | |
|--------------|--|----|------|
| | <ul style="list-style-type: none"> • Retrenchment • Divestiture • Liquidation • Combination | | |
| 04 | <p>STRATEGIC ANALYSIS AND CHOICE (ALLOCATION OF RESOURCES)</p> <p>A. FACTORS INFLUENCING CHOICE</p> <ul style="list-style-type: none"> • Strategy formulation <p>B. INPUT STAGE</p> <ul style="list-style-type: none"> • Internal factor evaluation matrix • External factor evaluation matrix • Competitive profile matrix <p>C. MATCHING STAGE</p> <ul style="list-style-type: none"> • Threats opportunities – weaknesses – strengths matrix (TOWS) • Strategic position and action evaluation matrix (SPACE) • Boston consulting group matrix (BCGM) • Internal – External matrix • Grand Strategy matrix <p>D. DECISION STAGE</p> <ul style="list-style-type: none"> • Quantitative Strategic Planning matrix (QSPM) | 06 | 20% |
| 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> | 03 | 10% |
| 06 | <p>STRATEGIC IMPLEMENTATION REVIEW AND EVALUATION</p> <p>A. MCKINSEY 7-S FRAMEWORK</p> <p>B. LEADERSHIP AND MANAGEMENT STYLE</p> <p>C. STRATEGY REVIEW AND EVALUATION</p> <ul style="list-style-type: none"> • Review underlying bases of Strategy • Measure Organisational Performance • Take corrective actions | 04 | 15% |
| TOTAL | | 30 | 100% |



RESEARCH PROJECT (BHM309)
HOURS ALLOTTED 15

The objective of research is to seek answers to problems through application of scientific methodology which guarantees that information collected is reliable and unbiased. This information is utilised to make conclusions and recommend solutions. The elements that are to be kept in mind while undertaking research is deciding a relevant topic, feasibility, coverage, accuracy and research, objectivity and ethics.

In the SEM V, students will work closely with their supervisor and develop mutually working relationship to initiate the research which would involve preparing an outline and preliminary collection of data. The supervisor will guide the student in framing and planning the research project and the methodology to be adopted in collection of data, through interviews, telephones, mailers etc. while the student on their part will expose themselves to research of the topic through meetings, interviews, internet search, library etc. The student should generally produce all material in word processed or typed format so that the presentation is neat and legible. Student must inform their supervisor or other people with whom their work is being discussed. The research should be planned to minimise time wastage and a clear time scale should be put in place. The research should really spell out the objective, its findings, the methodology adopted, its conclusions and recommendations. The student and supervisor will work together to prepare synopsis of the research.

One hour per week has been allocated for the purpose and students alongwith the supervisor must regularly interact during this period. The final preparation and presentation would be done during SEM VI before a panel of internal and external examiners through a report and viva voce.



**COVERAGE OF SPECIAL TOPICS
USING EXTERNAL GUEST AND EXPERT SPEAKERS
HOURS ALLOTTED: 30**

As per teaching scheme, two hours per week have been allocated for External Guests as Expert Speakers to create a good academic interface with the industry. This is an important activity to complement our existing faculty through inviting renowned industry experts to address specialised disciplines and investigate emerging business trends, techniques and innovative case-studies.

GUIDELINES FOR USING EXTERNAL EXPERT SPEAKERS

1. Before inviting the Speaker, make sure that they *really are* experts in the relevant subject.
2. Invite, if possible, Speakers who are not only experts in subjects but are also capable speakers.
3. If, although they are eminently suitable because of their expertise, they have poor presentation skills, offer them support.
4. Inform them in writing, and in clear unambiguous terms, of the aims and objectives of the session.
5. Discuss with them, then confirm in writing, specifically what you want them to cover: exactly how long they have to speak: and what questioning techniques will be employed – during and after the session.
6. Give them full information, in writing, about the starting time, the location, and the size and level of the participants.
7. Confirm whether they will use aids and, if so, of what type(s) and how many. Do they already have them, are they of acceptable quality: do they want any help in procuring them: do they want to use aids available with you.
8. Confirm whether they intend to use hand-outs: do they have them available: do they want any support in their production: when do they intend to use them.
9. Seek and confirm their views on the room layout – what type they would prefer or whether they have to accept the existing room layout.
10. Arrange a feed-back session with the participants – as you may want to use them again.

Maintain a record of the date, duration of the session and contact details of the Guest Speakers for future references which may be required by your institute and the NCHMCT.



TOURISM MARKETING (TS-6)

This course familiarises the students with Marketing concepts, techniques and skills as required in the marketing of tourism products and attractions.

Syllabus

Block-1 Understanding Entrepreneurship and Management

- Unit 1 Introduction to Tourism Marketing – Approaches, Relevance and Role
- Unit 2 Market Segmentation
- Unit 3 Tourism Markets: International and Domestic

Block-2 Market Analysis

- Unit 4 Marketing Research
- Unit 5 Competitive Analysis and Strategies
- Unit 6 Forecasting for Tourism and its Products
- Unit 7 Role of Technology in Tourism Marketing

Block-3 Developmental Role of Marketing

- Unit 8 Role of Public Organizations
- Unit 9 Role of Local Bodies
- Unit 10 Role of NGOs
- Unit 11 Socially Responsible Marketing
- Unit 12 Social Marketing

Block-4 Marketing Mix

- Unit 13 Product Designing
- Unit 14 Pricing Strategies
- Unit 15 Promotion Strategies
- Unit 16 Distribution Strategies
- Unit 17 The Fifth P: People, Process and Physical Evidence

Block-5 Marketing Mix: Specific Situations

- Unit 18 Familiarization Tours
- Unit 19 Seasonal Marketing
- Unit 20 Tourism Fairs and Travel Markets

Block-6 Destination Marketing

- Unit 21 Regions, Cities, Leisure Spots
- Unit 22 Events, Activities, Individuals
- Unit 23 Shopping, Education and Culture
- Unit 24 Marketing Local Foods



Block-7 Accommodation Marketing

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| Unit | 25 | Star Category Hotels |
| Unit | 26 | Alternate' Accommodation |
| Unit | 27 | Supplementary Accommodations |
| Unit | 28 | Linkages in the Trade |

Block-8 Transport and Travel Services Marketing

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| Unit | 29 | Air lines Marketing |
| Unit | 30 | Tourist Transport Marketing |
| Unit | 31 | Travel Agency Marketing |
| Unit | 32 | Tour Operators Marketing |

