

### 3<sup>RD</sup> YEAR TEACHING, EXAMINATION & CREDIT SCHEME

#### National Council Component

No.	Subject code	Subject	Hours per week		Marks*		Credits
			Th.	Pr.	Th.	Pr.	
1	BHM301	Advance Food Production Operations	2	8	100	100	4
2	BHM302	Advance F&B Operations	2	2	100	100	4
3	BHM303	Front Office Management	2	2	100	100	4
4	BHM304	Accommodation Management	2	2	100	100	4
5	BHM305	Food & Beverage Management	2	-	50	-	1
6	BHM306	Facility Planning	2	-	100	-	2
7	BHM307	Financial Management	2	-	100	-	2
8	BHM308	Strategic Management	1	-	50	-	1
9	BHM309	Research Project	-	2	-	100	6
10	--	Guest speakers/self study etc.	2	-	-	-	-
TOTAL:			17	16	700	500	28
GRAND TOTAL			33		1200		

\* Annual marks will comprise 30% Mid-term & 70% Term end exam marks.

#### IGNOU Component

No.	Subject code	Subject	Counseling sessions	Credits
01	BHM310	Tourism Marketing	10-12 counseling sessions of two hours each per group per year	8



**ADVANCE FOOD PRODUCTION OPERATIONS (BHM301)**

S. No	Topic	Hours
01	<b>LARDER</b>	
	<b>I. LAYOUT &amp; EQUIPMENT</b>	02
	<ul style="list-style-type: none"> <li>A. Introduction of Larder Work</li> <li>B. Definition</li> <li>C. Equipment found in the larder</li> <li>D. Layout of a typical larder with equipment and various sections</li> </ul>	
	<b>II. TERMS &amp; LARDER CONTROL</b>	03
	<ul style="list-style-type: none"> <li>A. Common terms used in the Larder and Larder control</li> <li>B. Essentials of Larder Control</li> <li>C. Importance of Larder Control</li> <li>D. Devising Larder Control Systems</li> <li>E. Leasing with other Departments</li> <li>F. Yield Testing</li> </ul>	
	<b>III. DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF</b>	02
	<ul style="list-style-type: none"> <li>A. Functions of the Larder</li> <li>B. Hierarchy of Larder Staff</li> <li>C. Sections of the Larder</li> <li>D. D. Duties &amp; Responsibilities of larder Chef</li> </ul>	
02	<b>CHARCUTIERIE</b>	
	<b>I. SAUSAGE</b>	01
	<ul style="list-style-type: none"> <li>A. Introduction to charcuterie</li> <li>B. Sausage – Types &amp; Varieties</li> <li>C. Casings – Types &amp; Varieties</li> <li>D. Fillings – Types &amp; Varieties</li> <li>E. Additives &amp; Preservatives</li> </ul>	
	<b>II. FORCEMEATS</b>	02
	<ul style="list-style-type: none"> <li>A. Types of forcemeats</li> <li>B. Preparation of forcemeats</li> <li>C. Uses of forcemeats</li> </ul>	



	<p><b>III. BRINES, CURES &amp; MARINADES</b></p> <p>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 &amp; Marinades</p> <p><b>IV. HAM, BACON &amp; GAMMON</b></p> <p>A. Cuts of Ham, Bacon &amp; Gammon.  B. Differences between Ham, Bacon &amp; Gammon  C. Processing of Ham &amp; Bacon  D. Green Bacon  E. Uses of different cuts</p> <p><b>V. GALANTINES</b></p> <p>A. Making of galantines  B. Types of Galantine  C. Ballotines</p> <p><b>VI. PATES</b></p> <p>A. Types of Pate  B. Pate de fole gras  C. Making of Pate  D. Commerical pate and Pate Maison  E. Truffle – sources, Cultivation and uses and Types of truffle.</p> <p><b>VII. MOUSE &amp; MOUSSELINE</b></p> <p>A. Types of mousse  B. Preparation of mousse  C. Preparation of mousseline  D. Difference between mousse and mousseline</p> <p><b>VIII. CHAUD FROID</b></p> <p>A. Meaning of Chaud froid  B. Making of chaud frod &amp; Precautions  C. Types of chaud froid  D. Uses of chaud froid</p>	<p>02</p> <p>03</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p> <p>01</p>
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### PRACTICAL

S. No	Topic	Hours
01	Three course menus to be formulated featuring International Cuisines FRENCH	40%
02	ORIENTAL a) Chinese b) Thai	20%
03	ITALY, GERMANY, SPAIN, GREECE, MEXICAN, MEDITERANIAN AND LEBANESE	40%

### 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 Pumpernicklr 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)**

S. No.	Topic	Hours
01	<p><b>PLANNING &amp; OPERATING VARIOUS F&amp;B OUTLET</b></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, steel or silver etc.            L. Suppliers &amp; manufacturers            M. Approximate cost            N. Planning Décor, furnishing fixture etc.</p> <p>PRACTICAL</p>	<p>12</p> <p>10</p>
02	<p><b>F &amp; B STAFF ORGANISATION</b></p> <p>A. Categories of staff            B. Hierarchy            C. Job description and specification            D. Duty roster</p> <p>PRACTICAL</p> <ul style="list-style-type: none"> <li>• Making of Duty Roster and writing job description &amp; specification</li> </ul>	<p>06</p> <p>02</p>
03	<p><b>MANAGING F&amp;B OUTLET</b></p> <p>A. Supervisory skills            B. Developing efficiency            C. Standard Operating Procedure</p> <p>PRACTICAL</p> <p>Supervising F&amp;B outlets</p>	<p>04</p> <p>04</p>





	<p>H. Display I. Sit down J. Fork, Finger, Cold Buffet K. Breakfast Buffets L. Equipment M. Supplies N. Check list</p> <p><b>PRACTICAL</b> Setting of various types of Buffet</p>	10
06	<p><b>GUERIDON SERVICE</b></p> <p>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> <p><b>PRACTICAL</b> Preparing items on Gueridon trolley</p> <ul style="list-style-type: none"> <li>• Crêpe Suzette</li> <li>• Banana au Rhum</li> <li>• Peach Flambé</li> <li>• Rum Omlette</li> <li>• Steak Diane</li> <li>• Pepper Steak</li> </ul>	10
07	<p><b>BAR OPERATIONS</b></p> <p>A. Types of Bar</p> <ul style="list-style-type: none"> <li>• Cocktail</li> <li>• Dispense</li> </ul> <p>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>	04



	PRACTICAL Designing and setting the bar for above sub-topics	04
08	<b>COCKTAILS &amp; MIXED DRINKS</b> <ul style="list-style-type: none"> <li>A. Definition and History</li> <li>B. Classification</li> <li>C. Recipe, Preparation and Service of Popular Cocktails <ul style="list-style-type: none"> <li>- Martini – Dry &amp; Sweet</li> <li>- Manhattan – Dry &amp; Sweet</li> <li>- Dubonnet</li> <li>- Roy-Roy</li> <li>- Bronx</li> <li>- White Lady</li> <li>- Pink Lady</li> <li>- Side Car</li> <li>- Bacardi</li> <li>- Alexandra</li> <li>- John Collins</li> <li>- Tom Collins</li> <li>- Gin FIZZ</li> <li>- Pimm's Cup – no. 1,2,3,4,5</li> <li>- Flips</li> <li>- Noggs</li> <li>- Champagne Cocktail</li> <li>- Between the Sheets</li> <li>- Daiquiri</li> <li>- Bloody Mary</li> <li>- Screw Driver</li> <li>- Tequilla Sunrise</li> <li>- Gin-Sling</li> <li>- Planters Punch</li> <li>- Singapore Sling</li> <li>- Pinacolada</li> <li>- Rusty Nail</li> <li>- B&amp;B</li> <li>- Black Russian</li> <li>- Margarita</li> <li>- Gimlet – Dry &amp; Sweet</li> <li>- Cuba Libre</li> <li>- Whisky Sour</li> <li>- Blue Lagoon</li> <li>- Harvey Wall Banger</li> <li>- Bombay Cocktail</li> </ul> </li> </ul>	04





**FRONT OFFICE MANAGEMENT (BHM303)**

S. No	Topic	Hours
01	<p><b>PLANNING &amp; EVALUATING FRONT OFFICE OPERATIONS</b></p> <p>A. Forecasting techniques            B. Forecasting Room availability            C. Useful forecasting data           <ul style="list-style-type: none"> <li>• % of walking</li> <li>• % of overstay</li> <li>• % of under stay</li> </ul>           D. Forecast formula            E. Sample forecast forms</p>	14
02	<p><b>BUDGETING</b></p> <p>A. Making of front office budget            B. Factors affecting budget planning            C. Capital operation budget for front office            D. Refining budgets            E. Forecasting room revenue</p>	14
03	<p><b>COMPUTER APPLICATION IN FRONT OFFICE OPERATION</b></p> <p>A. Fidelio / IDS / Shawman            B. Amadeus</p>	14
04	<p><b>TIME SHARE &amp; VACATION OWNERSHIP</b></p> <p>A. Making a front office budget            B. Factors affecting budget planning            C. Capital operation budget for front office            D. Refining budgets            E. Forecasting room revenue</p>	
05	<p><b>YIELD MANAGEMENT</b></p> <p>A. Concept and importance            B. Applicability to rooms division           <ul style="list-style-type: none"> <li>• Capacity management</li> <li>• Discount allocation</li> <li>• Duration control</li> </ul>           C. Measurement yield            D. Potential high and low demand tactics            E. Yield management software            F. Yield management team</p>	12



06	<b>FRENCH</b>  Conversation with guests <ul style="list-style-type: none"> <li>• Providing information to guest about the hotel, city, sight seeing, car rentals, historical places, banks, airlines, travel agents, shopping centres and worship places etc.</li> <li>• Departure (Cashier, Bills Section and Bell Desk)</li> </ul>	08
07	<b>PRACTICALS</b>  Hands on practice of computer application (Hotel Management System) related to front office procedures such as (night audit, income audit, accounts)	

### 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
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



**ACCOMMODATION MANAGEMENT (BHM304)  
THEORY**

S.No	Topic	Hours
01	<b>PLANNING AND ORGANISING THE HOUSE KEEPING DEPARTMENT</b> 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	14
02	<b>HOUSEKEEPING IN INSTITUTIONS &amp; FACILITIES OTHER THAN HOTELS</b>	06
03	<b>CONTRACT SERVICES</b>  A. Types of contract services B. Guidelines for hiring contract services C. Advantages & disadvantages of contract services	06
04	<b>SAFETY AND SECURITY</b>  A. Safety awareness and accident prevention B. Fire safety and fire fighting C. Crime prevention and dealing with emergency situation	06
05	<b>ENERGY AND WATER CONSERVATION IN HOUSEKEEPING OPERATIONS</b>	02
06	<b>INTERIOR DECORATION</b>  A. Elements of design B. Colour and its role in décor –types of colour schemes C. Windows and window treatment D. Lighting and lighting fixtures E. Floor finishes F. Carpets G. Furniture and fittings H. Accessories	20



07	<b>LAYOUT OF GUEST ROOMS</b> A. Sizes of rooms, sizes of furniture, furniture arrangement B. Principles of design C. Refurbishing and redecoration	08
08	<b>NEW PROPERTY COUNTDOWN</b>	02

**PRACTICAL**

S.No.	Topic	Hours
01	First Aid A. First aid kit B. Dealing with emergency situation	16
02	Special Decorations	12
03	Layout of a guest room	12
04	Team cleaning	12
05	Devising training modules/standard operating procedures/inspection check lists	08



**FOOD & BEVERAGE MANAGEMENT (BHM305)**

S. No	Topic	Hours
01	<b>COST DYNAMICS</b> A. Elements of Cost B. Classification of Cost	02
02	<b>SALES CONCEPTS</b> A. Various Sales Concept B. Uses of Sales Concept	02
03	<b>INVENTORY CONTROL</b> A. Importance B. Objective C. Method D. Levels and Technique E. Perpetual Inventory F. Monthly Inventory G. Pricing of Commodities H. Comparison of Physical and Perpetual Inventory	10
04	<b>BEVERAGE CONTROL</b> 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	10
05	<b>SALES CONTROL</b> 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



06	<b>BUDGETARY CONTROL</b>  A. Define Budget B. Define Budgetary Control C. Objectives D. Frame Work E. Key Factors F. Types of Budget G. Budgetary Control	05
07	<b>VARIANCE ANALYSIS</b>  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	06
08	<b>BREAKEVEN ANALYSIS</b>  A. Breakeven Chart B. P V Ratio C. Contribution D. Marginal Cost E. Graphs	08
09	<b>MENU MERCHANDISING</b>  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	06
10.	<b>MENU ENGINEERING</b>  A. Definition and Objectives B. Methods C. Advantages	06





	Criteria for star classification of hotel (Five, four, three, two, one & heritage)	04
04	<b>KITCHEN</b>  A. Equipment requirement for commercial kitchen <ul style="list-style-type: none"> <li>• Heating - gas/electrical</li> <li>• Cooling (for various catering establishment)</li> </ul> B. Developing Specification for various Kitchen equipments C. Planning of various support services (pot wash, wet grinding, chef room, larder, store & other staff facilities)	02  02 02
05	<b>KITCHEN LAY OUT &amp; DESIGN</b>  A. Principles of kitchen layout and design B. Areas of the various kitchens with recommended dimension C. Factors that affect kitchen design D. Placement of equipment E. Flow of work F. Space allocation G. Kitchen equipment, manufacturers and selection H. Layout of commercial kitchen (types, drawing a layout of a Commercial kitchen) I. Budgeting for kitchen equipment	10
06	<b>KITCHEN STEWARDING LAYOUT AND DESIGN</b>  A. Importance of kitchen stewarding B. Kitchen stewarding department layout and design C. Equipment found in kitchen stewarding department	04
07	<b>STORES – LAYOUT AND DESIGN</b>  A. Stores layout and planning (dry, cold and bar) B. Various equipment of the stores C. Work flow in stores	04
08	<b>ENERGY CONSERVATION</b>  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	01 01 02
09	<b>CAR PARKING</b>  Calculation of car park area for different types of hotels	01
10	<b>PLANNING FOR PHYSICALLY CHALLENGED</b>	02
11	<b>PROJECT MANAGEMENT</b>	



	A. Introduction to Network analysis	01
	B. Basic rules and procedure for network analysis	03
	C. C.P.M. and PERT	02
	D. Comparison of CPM and PERT	01
	E. Classroom exercises	02
	F. Network crashing determining crash cost, normal cost	02

### FINANCIAL MANAGEMENT (BHM307)

S.No	Topic	Hours
01	<b>FINANCIAL MANAGEMENT MEANING &amp; SCOPE</b>  A. Meaning of business finance B. Meaning of financial management C. Objectives of financial management	02
02	<b>FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION</b>  A. Meaning and types of financial statements B. Techniques of financial analysis C. Limitations of financial analysis D. Practical problems	07
03	<b>RATIO ANALYSIS</b>  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	15
04	<b>FUNDS FLOW ANALYSIS</b>  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	12



05	<b>CASH FLOW ANALYSIS</b>  A. Meaning of cash flow statement B. Preparation of cash flow statement C. Difference between cash flow and funds flow analysis D. Practical problems	12
06	<b>FINANCIAL PLANNING MEANING &amp; SCOPE</b>  A. Meaning of Financial Planning B. Meaning of Financial Plan C. Capitalisation D. Practical problems	06
07	<b>CAPITAL EXPENDITURE</b>  A. Meaning of Capital Structure B. Factors determining capital structure C. Point of indifference D. Practical problems	05
08	<b>WORKING CAPITAL MANAGEMENT</b>  A. Concept of working capital B. Factors determining working capital needs C. Over trading and under trading	02
09	<b>BASICS OF CAPITAL BUDGETING</b>  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	09



### STRATEGIC MANAGEMENT (BHM308)

S.No.	Topic	Hours
01	<p><b>ORGANISATIONAL STRATEGY</b></p> <p>A. MISSION</p> <ul style="list-style-type: none"> <li>• Mission Statement Elements and its importance</li> </ul> <p>B. OBJECTIVES</p> <ul style="list-style-type: none"> <li>• Necessity of formal objectives</li> <li>• Objective Vs Goal</li> </ul> <p>C. STRATEGY</p> <ul style="list-style-type: none"> <li>• DEVELOPING STRATEGIES               <ul style="list-style-type: none"> <li>- Adaptive Search</li> <li>- Intuition search</li> <li>- Strategic factors</li> <li>- Picking Niches</li> <li>- Entrepreneurial Approach</li> </ul> </li> </ul>	04
02	<p><b>ENVIRONMENTAL AND INTERNAL RESOURCE ANALYSIS</b></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"> <li>• Internal resource analysis</li> </ul> <p>D. FUNCTIONAL AREAS RESOURCE DEVELOPMENT MATRIX</p> <p>E. STRENGTHS AND WEAKNESSES</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Finance</li> <li>• Production</li> <li>• Personnel</li> <li>• Organisation</li> </ul>	06
03	<p><b>STRATEGY FORMULATION</b></p> <p>A. STRATEGY (GENERAL) ALTERNATIVES</p> <ul style="list-style-type: none"> <li>• Stability Strategies</li> <li>• Expansion Strategies</li> <li>• Retrench Strategies</li> <li>• Combination Strategies</li> </ul> <p>B. COMBINATION STRATEGIES</p> <ul style="list-style-type: none"> <li>• Forward integration</li> <li>• Backward integration</li> <li>• Horizontal integration</li> <li>• Market penetration</li> </ul>	10



	<ul style="list-style-type: none"> <li>• Market development</li> <li>• Product development</li> <li>• Concentric diversification</li> <li>• Conglomerate diversification</li> <li>• Horizontal diversification</li> <li>• Joint Venture</li> <li>• Retrenchment</li> <li>• Divestiture</li> <li>• Liquidation</li> <li>• Combination</li> </ul>	
04	<b>STRATEGIC ANALYSIS AND CHOICE (ALLOCATION OF RESOURCES)</b> <ul style="list-style-type: none"> <li>A. FACTORS INFLUENCING CHOICE <ul style="list-style-type: none"> <li>• Strategy formulation</li> </ul> </li> <li>B. INPUT STAGE <ul style="list-style-type: none"> <li>• Internal factor evaluation matrix</li> <li>• External factor evaluation matrix</li> <li>• Competitive profile matrix</li> </ul> </li> <li>C. MATCHING STAGE <ul style="list-style-type: none"> <li>• Threats opportunities – weaknesses – strengths matrix (TOWS)</li> <li>• Strategic position and action evaluation matrix (SPACE)</li> <li>• Boston consulting group matrix (BCGM)</li> <li>• Internal – External matrix</li> <li>• Grand Strategy matrix</li> </ul> </li> <li>D. DECISION STAGE <ul style="list-style-type: none"> <li>• Quantitative Strategic Planning matrix (QSPM)</li> </ul> </li> </ul>	08
05	<b>POLICIES IN FUNCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>A. POLICY</li> <li>B. PRODUCT POLICIES</li> <li>C. PERSONNEL POLICIES</li> <li>D. FINANCIAL POLICIES</li> <li>E. MARKETING POLICIES</li> <li>F. PUBLIC RELATION POLICIES</li> </ul>	02
06	<b>STRATEGIC IMPLEMENTATION REVIEW AND EVALUATION</b> <ul style="list-style-type: none"> <li>A. MCKINSEY 7-S FRAMEWORK</li> <li>B. LEADERSHIP AND MANAGEMENT STYLE</li> <li>C. STRATEGY REVIEW AND EVALUATION <ul style="list-style-type: none"> <li>• Review underlying bases of Strategy</li> <li>• Measure Organisational Performance</li> <li>• Take corrective actions</li> </ul> </li> </ul>	04



## 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 2<sup>nd</sup> year and topic for research allotted to students. In the 3<sup>rd</sup> 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 100 marks equivalent to six credits.



### GUEST SPEAKERS & SELF STUDY

As per the teaching scheme, two hours per week have been allocated for inviting Guest Speakers from the industry who would give a first hand input in the operational areas of hospitality management and allied service sectors. It would be mandatory to conduct atleast 15 guest lectures per academic year for the benefit of 3<sup>rd</sup> 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.

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## TOURISM MARKETING (BHM310)

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**

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

**Block-8 Transport and Travel Services Marketing**

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

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