# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 1st Semester Scheme of Examination

Department	Paper	Title of Paper		Theory	7	Pra	actical		Total	Total
	Code	Time of Fuper	Mid Sem	End Sem	Total	Sessional	End Sem	Total	10141	Credits
	101	English (SECC)	20	80	100				100	4
	102	Alt English / MIL (AECC)	20	80	100				100	4
внм	103	Environmental Studies (AECC)	20	80	100				100	4
	104	Food Production – I (Core)	10	40	50	15	35	50	100	4
	105	Food & Beverage Service –I (Core)	10	40	50	15	35	50	100	4
	106	Front Office-I (Core)	10	40	50	15	35	50	100	4
		Total			450	Total	-	150	600	24

# **BHM**

### Semester - 1

# CUMPULSORY ENGLISH PAPER - I

Prose -

Undergraduate Course in English Common to all U.G. Programs

UNIT - I

Pieces to be studied Time 3 Hours Full Marks – 100 (12 Hours) (30 Marks)

- 1. Mahatma Gandhi Bertrand Russell
- 2. How to speak correct English George Bernard Shaw
- 3. Animals in the Prison Jawaharlal Nehru
- 4. Profession for Women Virginia Wolf

Poems – Pieces to be studied

Story -

UNIT - II

- 1. Ode on Solitude Alexander Pope
- 2. If Rudy and Kipling
- 3. The Ballad of Father Gilligan W.B. Yeats
- 4. Stopping by the woods on a Snowy Evening Robert Frost (12 Hours) (20 Marks)
- 5. Where the Mind is without fear Rabindranath Tagore

UNIT - III

- 1. The Necklace Guy de Maupassant
- 2. The Bat Anton Chekhov
- 3. The open window Saki
- 4. The Gate-man's gift R.K. Narayan
- 5. The Kite Maker Ruskin Bond

(12 Hours) (20 Marks)

UNIT - IV

Writing and Grammar (14 Hours)

- 1. Letter Writing (Personal / Official)
- 2. Unseen Comprehension Passage
- 3. Grammar: (1)Articles (2) Verbs (3) Tense (4) Voice Change Preposition

10 Marks 10 Marks 10 Marks

# Books Prescribed: -

- 1. An Anthology of Poems, Short Stories and Essays Utkal University of Culture
- 2. English Grammar When and Marthi S. Chand & Company

# M.I.L. (A.E.) BHM SEMESTER – 1 PAPER – II

Undergraduate Course in Alternative English (Common to all U.G. Programmes)

# UNIT – I

Prose-Pieces to be studied: (20 Hours) 40 Marks

- 1. What I Believe E.M. Froster
- 2. The one Eyed Cat A.G. Gardiner
- 3. Man and Environment Indira Gandhi
- 4. The world as I see it Albert Einstein
- 5. On Getting off to Sleep –J.B. Pristley

# Poetry – Pieces to be studied: (20 Hours) 40 Marks

- 1. To his Cry Mistress Andrew Marvell
- 2. A Slumber did my spirit seal William Wordsworth
- 3. La Belle Dame Sans Merci John Keats
- 4. The Listeners Walter de la Mare
- 5. Village Song Sarojini Naidu

# Short Story – Pieces to be studied: (10 Hours) 20 Marks

- 1. The Happy Prince Oscar Wilde
- 2. The last Leaf O' Henry
- 3. The Happy Man Somerset Mangham
- 4. War L. Pariandell

An Anthology of poems, short stories and essays- Utkal University of Culture

# BHM SEMESTER 1 PAPER – III

### **Environmental Studies**

There shall be one paper carrying 100 marks and duration of examination will be 3 Hrs.

Questions should be asked from each units.

# UNIT -I (8 Period)

Scope and Importance of environmental studies – Concept of Environment – Atmosphere, Hydrosphere, Lithosphere and Biosphere, Resources and environment – Renewable and Non-Renewable conservation of natural resources.

# UNIT – II (12 Periods)

Ecosystem – Structure and function of an Eco-System, Food Chain, Food Web, Tropics Levels, Ecological Pyramids, Energy Flow in Eco-System.

Nutrients cycle – Nitrogen Cycle, Carbon di Oxide Cycle, Oxygen Cycle Aquatic (Pond as a fresh water eco-system)

# UNIT – III (10 Periods)

Bio Diversity and its conservation – Concept and Importance of Bio diversity, threat to bio diversity, man and wildlife conflict, Endangered and endemic species of India – Ex- Situ and In-Situ conservation of Bio- Diversity.

Communicable Diseases – Malaria, Measles, Tuberculosis, Amoebiasis, Filariasis, Non- Communicable Diseases – Cancer, Cardio Vascular Diseases.

# UNIT – IV (10 Periods)

Environmental Pollution – Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Nuclear Pollution, Thermal Pollution – Cause Effect and remedies, Acid Rain, Green House Effect, Global Warming, Solid Waste Management, Waste Land reclamation.

# UNIT – V (10 Periods)

Economic Development and Environment – Sustainable and Un-sustainable development, Human Population – Growth and Explosion, Urbanisation- Problems, resettlement and rehabilitation of people.

Role of NGO's in Environmental Legislation in India

# Book Reference:

- 1. Environmental Studies by H.D. Kumar, U.N. Dash Published by India tech Publishing Company PVT. LTD., New Delhi
- 2. Text Book of Environmental Studies by P.K. Das, S.N. Ghosh, D.K. Sarangi, S.P. Mohanty, Published by PKS Publication.
- 3. Environmental Biology and Toxicology by P.D. Sharma, Published by Rastogi Publication.
- 4. Environmental Studies by S.V.S. rana

# BACHELOR OF HOTEL MANAGEMENT FIRST SEMESTER Paper – IV FOOD PRODUCTION – I

# Marks- 50 for Theory & 50 for Practical

### UNIT - I: INTRODUCTION TO PROFESSIONAL COOKERY

Culinary History and Origin of Modern Cookery practices. Aim and Objectives of Cooking, Mis-en-Place and methods of mixing (Beating, Blending, Creaming, Rubbing, Folding, Stirring, Rolling). Essentials of Indian food preparations Hygiene and Safe Practices in handling food.

### UNIT - II: METHODS OF COOKING

Various methods of cooking: Moist, Dry, Frying, Microwave cooking time and Temperature, Effect of cooking on food items and nutrition, care and precautions during cooking.

# UNIT - III: KITCHEN ORGANIZATION AND MANAGEMENT

Kitchen Management: Kitchen Management Skills, Personal Hygiene, Safety Precaution procedure to be followed in kitchen organization, Liaison of Kitchen with other departments. Duties of Kitchen Staff/ Function of Various sections of Kitchen, Introduction to Larder. Functions and importance, kitchen equipments and tools/ cleaning and maintenance. Handling Modern Kitchen Equipments. Safety Precautions.

### UNIT - IV: KITCHEN COMMODITIES

Raw materials- introduction, Classification and uses according to their functions. Purchasing Specification for Food and Beverages. Principles of Food Storage. Extensive study of Kitchen ingredients and various characters of Vegetables, Fruits, Eggs, Rice, Pulses, Cereals, Salt, Sweetening agents, Fats and Oils, Raising and Leavening gents, Milk, Composition of Milk and Storage, Types of Milk, Cream

# UNIT - V: STOCKS, SOUPS AND SAUCES

Stocks, Soups and Sauces, glazes, roux- Classification and types. Soups "garnishes and accompaniments". Thickening agents, binding agents and clarifying agents. Sauces- Classification of Mother Sauces and Derivatives. Proprietary Sauce and Compound butters. Accompaniments and garnishes.

### PRACTICAL

- 1. Introduction to Cookery
- 2. Demonstration Classes of Various Equipments
- 3. Various Vegetables and Cuttings
- 4. Methods of Cooking
- 5. Methods of cooking Cereals, Vegetables and Pulses by the help of preparing various dishes.

### Reference Books for all Semesters

- 1. Theory of Cookery by Krishna Arora, Publisher: Frank Brothers
- 2. Bakery and Confectionary by S.C. Dubey, Publisher: Society of Indian Bakers
- 3. The Professional Chef (4<sup>th</sup> Edition) by Le Rol A. Polsom
- 4. Modern Cookery (Volume-I) by Philip E. Thangam, Publisher: Orient Longman
- 5. Practical Cookery by Kinton and Cessarani
- 6. Theory of Catering by Kinton and Cessarani
- 7. Practical Professional Cookery by Kauffman and Cracknell
- 8. Larder Chef by M.J. Leto and W.K.H. Bode, Publisher: Butterworth Heinemann
- Purchasing selsction and procurement for Hospitality Industry by Andrew Hale Feinstein and John M. Stefanelli.
- 10. Professional Cooking by Wayne Gisslen, Publisher: Le Cordon Bleu
- 11. Cooking Essentials for the New Professional Chef
- 12. The Professional Pastry Chef, Fourth Edition by Bo Friberg, Publisher: Wiley and Sons INC.

# BACHELOR OF HOTEL MANAGEMENT FIRST SEMESTER PAPER – V FOOD AND BEVERAGE SERVICE – I

### UNIT - I

Introduction and growth of Hotel Industry in India – Role of Catering establishment in the travel and tourism industry, Types of F & B Operations (Classification), Types of Catering Establishments – Commercial (Non Residential, Residential), Welfare (Industrial / Institutional), Transport (Air, Road, Rail, Sea)

### UNIT – II

Departmental Organisation and staffing- Organisation of F & B Department of Hotel, Duties and Responsibilities of F & B Staff with the steps involved in order of service, Intra and Inter departmental relation with F & B Service.

### UNIT - III

Layout of Food Service Area – Important points to be considered while planning a layout, layout of a coffee shop, fast food restaurant, speciality restaurant, Banquets operations, Room Service

### UNIT - IV

Introduction of Restaurant Equipments – classification of equipments (familiarisation), criteria for selection and requirement. Quantity and types of cookery, tableware, glassware, linen, furniture. Care and Maintenance of these equipments, Sideboard – its uses, vending Machines – Importance, advantages and disadvantages.

### UNIT - V

Introduction to Menu Planning, Origin of menu and menu planning objectives, Types of Menu, Menu Planning – Consideration and Constraints, Menu Designing, Courses of Menu – French Classical and Modified, Indian Courses; Planning Menus, Accompaniments, Garnishing and cover for each course.

# PRACTICAL

- 1. Restaurant Etiquettes
- 2. Restaurant Hygiene Practices
- 3. Mis-en- Place & Mis-en- Scene
- 4. Identification and Equipments
- 5. Laying and Relaying of table cloths
- 6. Napkin Folding
- 7. Rules of Laying the table
- 8. Carrying a Salver / Tray
- 9. Service of Water
- 10. Handling the Service Gear
- 11. Carrying Plates, Glasses and other equipments
- 12. Clearing an Ashtray
- 13. Situation like Sillage
- 14. Setting of Hot & Cold Non-Alcoholic Beverages
- 15. Indian Cuisine Accompaniments and Service

# **Book References**

- 1. Food and Beverage Service Dennis R. Lillicrap & John A. Cousins, Publisher: ELBS
- 2. Front Office Training Manual Sudhir Andrews, Publisher: Tata Mac Graw Hills
- 3. Food and Beverage Service Management Brian Varghese
- 4. Modern Restaurant Service John Fuller, Hutchinsons
- 5. The Restaurant (From Concept to Operation)
- 6. Introduction F & B Service Brown, Heppner, Deegan
- 7. Menu Palnning Laksa Kivela, Hospitality Press
- 8. The Waiters Handbook by Grahm Brown, Publisher : Global Books & Subscription Services, New Delhi

# BACHELOR OF HOTEL MANAGEMENT FIRST SEMESTER PAPER – VI FRONT OFFICE

# UNIT - I: INTRODUCTION TO FRONT OFFICE

Importance of Front Office in Hotel, Layout of the Front Office Different section of the front office and their importance – Reservation, Reception, Concierge, Bell Desk, Lobby, Telephones, Cashier

# UNIT - II: ORGANISATIONAL SETUP OF FRONT OFFICE DEPARTMENT

Hierarchy chart : Small, Medium and Large Hotels Job Description, Job Specification and Duties and Responsibilities of different front office personnel including uniformed staff; attributes of front office employees.

### UNIT – III: BASIC INFORMATION FOR DESK AGENTS

Different types of rooms, Numbering of rooms and food plan; Basis of Charging a Guest, Tariff, Rates, Discounts and Policy facilities available in Hotels: Brochure & Tariff Cards

# UNIT - IV: FRONT OFFICE OPERATION

The front desk: Functional Organisation, Design Alternatives The Guest Cycle – Pre- Arrival, Arrival, Occupancy, Departure, Font Office System, Non- Automated, Semi- Automated and Fully Automated.

# UNIT - V: FRONT OFFICE EQUIPMENTS

Room Rack, mail, Message and Key racks, Reservation Racks, Information rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register Support Devices, Telecommunication Equipments.

### **PRACTICAL**

- 1. Appraisal of F.O. equipments and furniture
- 2. Welcoming of Guest
- 3. Telephone Handling
- 4. Filling the various forms
- 5. Role Play Reservation, Arrivals, Luggage Handling

# Reference Books for all Semester

- 1. Front Office Training Module Sudhie Andrews, Publisher : Tata Mac Graw Hills
- 2. Managing Front Office Operations Kasavana & Brooks Educational Institution AHMA
- 3. Front Office Operations and Management Ahmed Ismail (Thomson Delmar)
- 4. Managing Computers in Hospitality Industry Michael Kasavana & Cahell
- 5. Front Office Operations Colin Dix & Chris Barid
- 6. Front Office Operation Management S.K. Bhatnagar, Publisher: Frank Brothers
- 7. Managing Front Office Operations by Kasavana & Brooks
- 8. Principles of Hotel Front Office Operations Sue Baker & Jermy Huyton
- 9. Continuum Check in Check out Jerome Vallen

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 2<sup>nd</sup> Semester Scheme of Examination

Department	Paper Code	Title of Paper	Theory			Pra		Total		
			Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	201	Communicative English (SECC)	20	80	100				100	4
	202	Indian Society Culture (GEN – 1)	20	80	100				100	4
	203	Food Production – II (Core)	10	40	50	15	35	50	100	4
	204	Food & Beverage Service –II (Core)	10	40	50	15	35	50	100	4
ВНМ	205	Accommodation Operation – I (Core)	10	40	50	15	35	50	100	4
	206	Basic Accounting	20	80	100				100	4
		Total			450	Total		150	600	24

# BACHELOR OF HOTEL MANAGEMENT SECOND SEMESTER PAPER - 201

# **COMMUNICATIVE ENGLISH**

1.	Expansion of an Idea		8 Marks
2.	Reading Comprehension	2*4	8 Marks
3.	Précis Writing		8 Marks
4.	Dialogue Writing / Guided Story	Writing	8 Marks
5.	Letter Writing (Personal)		8 Marks
_	TTT: A 1 AT .: /D		0 1 1
6.	Writing Ads /Notices / Reports		8 Marks
	Use of Correctness	1*8	8 Marks
7.			
7.	Use of Correctness		8 Marks

# PAPER – 202 INDIAN SOCIETY CULTURE

End Sem Exam Time – 3 Hours

Full Marks - 100

Mid Sem - 20

End Sem - 20

### UNIT - I

- A. Culture and Civilization: Meaning and Form
- B. Salient features of Indian Culture

Or

Overview of Indian Culture

C. Source of Cultural History of Ancient India

A special Unit on Odisha

Geographical division of Ancient Odisha

Sources of Cultural History of Ancient Odisha

### UNIT - II

Urbanisation, Indus valley Civilisation

Sculpture and Architecture of Indus Valley Civilisation

An Introduction to Vedic Culture

Vedic Vernashram System

A Special Unit on Odisha

Dynasties and Kings / Rulers of Odisha

History of Freedom struggle in Odisha

### UNIT-III

Contribution of Jainism to Indian Culture

Contribution of Buddhism to Indian Culture

Revival of Hinduism and Adi Shankaracharya

Or

Religious reforms movement in Modern India

A Special unit on Odisha

Hinduism and Sects in Odisha, its impact on Art, Architecture, Music and Dance

Buddhism in Odisha

Jainism in Odisha

# UNIT-IV

Importance of Mughal Rule in India i.e. on polity, Society, Economy, Administration, Religion, Literature, Education,

Culture, Music, Art, Paintings, Architecture etc.

Beginning of modernisation in India and British Rule

A special unit on Odisha

Tribal Culture of Odisha

Folk Culture of Odisha

### UNIT - V

An Introduction to Indian Constitution

Federalism and Central - State Relationship

Political Structure of Modern India

Contemporary Indian Art, Architecture, Music and Literature

Contemporary Social Structure and Economy

Modernisation of Indian Tradition

A Special Unit on Odisha

Contemporary of Social and Political Structure

Contemporary Art and Literature

Films in Odisha

# REFERENCE BOOKS

1. Shastri K.A. Nilakant - History of India-Part-1, Ancient India

Basham A.L.
 The wonder that was India
 Thapar Romila
 A History of India, Vol – 1, 1980

4. Koshambi D.D.
 - The culture & Civilisation of Ancient India, 1975
 - An Introduction to Study of Indian History, 1975

5. Marshall J. - Mohenjodaro and Indus Civilisation

4 Credits

# PAPER-0203 FOOD PRODUCTION - II

End Sem Exam Time -3 hours Full Marks - 50 2 Credits - Theory 30 hrs Classes Mid Sem 10 End Sem -40

UNIT - I

**KITCHENLAYOUT** 

Types of Kitchen, General Planning & Layout of Food Production outlets in a five star Hotel,

Layout of receiving area, Storage area, Service & Wash up area.

UNIT - II

**MENU PLANNING** 

Essential considerations prior to planning the menu,

Recipe formation, standard recipe- weighing & Costing, portion control, storing and special storage points for Dry, Frozen & perishable food items

# **COMMODITIES**

Purchasing-selection-storage and uses. Cereals and pulses- kinds and their uses. Egg cookery structure and Uses of egg

Fats and oils-saturated and unsaturated fats, hydrogenation of fats, clarification of fats, smoking point, effect of heat on oil and fats. Butter, oil, lard, suet, tallow, bread spread

Condiments and spices, Sugar-types

UNIT - III

MEAT. POULTRY. GAME & FISH

Extensive study of Kitchen ingredients and various Characters Meat, Poultry, Game, Fish, Different cuts. Lamb & Poultry - selection, cuts and their uses.

Meat-structure, Composition, classification, buying oints, food value, storage, cutting, deboning, trussing & stuffing

Fish-Classification, selection, storage, cuts & uses, seafood and shellfish

UNIT - IV

HORSD OEUVRE & SALADDS

Hors-d'oeuvre, salads & dressings,

Cooked/ cured/ prepared foods

Recipe contents Hors-d'oeuvre & Salads etc

UNIT - V

Bakery Ingredients and their role, Yeast, Shortenings (Fats & Oils) sugar & salt, Raising Agents and role of Sugar and Egg.

Bakery flour-types, uses and storage, Different Methods of Bread Making

Methods of cake making-different methods, faults and their remedies.

**BREAD MAKING** 

Role of Flour, Yeast in bread making, Leavening action of yeast Types of yeast, ideal condition for yeast,

Effect of salt and sugar on yeast.

Methods of Bread Making. Types of dough, Faults in making. Factors affecting quality of flour. Different temperatures used in bakery for different products.

Extensive study of Role of egg, fat, milk, salt, leavening agents in bakery products.

Note: Culinary terms (common)

Students should be familiar with the Glossary of Tems pertaining to above mentioned topics

# **PRACTICAL**

End Sem Exam Time-3 hours Full Marks - 50 2 Credits - Practical 60 hrs Classes Sessional-15 End Sem -35

Preparation of simple dishes of Continental Menu along with Soup, main course & desserts. Preparation & jointing of chicken, Filleting of Fish & identification of meat cuts and preparation of dishes Preparation of basic Salads & Hors-d' oeuvre

Preparation of varieties of sandwiches & canapés

Varieties of Biscuit Dough, Bread Dough (all methods), Bread rolls (all shapes), enriched bread, Doughnuts etc. Cake batters (all methods), Puff Pastry Dough and batters. Fruit & rich cakes, Madeira, Plum, Walnut, Danish Pastries.

Bakery & Confectionery section, Ingredients and equipment identification

Different Methods of Bread Making

Yeast raised bread: white, brown, French bread & Loaf, Bread Rolls, Bread sticks Basic Cake Demonstration & Preparation: Sponge, Genoise, Fatless, Swiss rll Biscuit/cookies; melting moment, almonds, chocolate chips etc Short crust: jam tart, lemon tart

# REFERENCE BOOKS FOR ALL SEMESTER

- 1. Theory of Cookery by K Arora, Publisher: Frank Brothers
- 2. Bakery & Confectionery By S. C Dubey, Publisher: Socity of Indian Bakers
- 3. The Professional Chef (4th Edition) By Le Rol A.Polsom
- 4. Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- 5. Practical Cookery by Kinton & Cessarani
- 6. Theory of Catering by Kinton & Cessarani
- 7. Practical Professional Cookery By Kauffman & Cracknell
- 8. Larder Chef by MJ Leto & WKH Bode Publisher: Butterworth- Heinemann
- 9. Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale, Feinstein and John M. Stefanelli
- 10. Professional Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- 11. Cooking Essentials for the New Professio nal Chef
- 12. The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

# PAPER-0204 FOOD AND BEVERAGE SERVICE – II

End Sem Exam Time - 3 hours Full Marks - 50 2 Credits Theory 30 hrs Classes Mid Sem 10 End Sem – 40

UNIT - I

TYPES OF MEALS

Breakfast (English, American, Continental, Indian) Lunch, Brunch, Dinner,

Supper, Afternoon Tea, High Tea.

UNIT - II

TYPES OF SERVICE

Service-its importance in Catering Establishment, Suitability of Service to Catering Establishment.

Different types of Services (American, Russian, French, Gueridon) Buffet, Banquet, Cafeteria.

Room Service, Hospital Tray, Airline Tray, Coffee Shop, Rail Service, Home Delivery, Lounge Service

UNIT - III

**CONTROL SYSTEM** 

Necessity and function of Control System,

F & B Control Cycle, Role of Cashier in F & B Controls, Cash hand ling equipment,

Theft control procedures - Single K.O.T, Double K.O.T, Triplicate K.O.T & four copies K.O.T,

Introduction of Micros in F& B- its role and importance.

UNIT-IV

NON-ALCOHOLIC BEVERAGES

Classification (Nourishing/ Stimulating/ Refreshing Stimulating

Tea Origin & Manufacture, Types of Brands, Preparation & Service Coffee - Origin & Manufacture, Types of Brands, Preparation & Service

Nourishing - Cocoa & malted beverage Origin &Manufacture, Types of Brands Refreshing - Juices, Aerated Drinks, Mixers (Tonic/ Lemonade/ Bitter Lemon), Squashes, Syrups, Mineral Water, Sparkling water/Soda.

UNIT - V

INTERPERSONAL SKILLS

Dealing with incidents, spillage, returned food, lost property, illness, alcohol over consumption, recording incidents, customer with special needs

Note: GLOSSARY OF TERMS

Students should be familiar with the Glossary of Terms pertaining to above mentioned topics

# **PRACTICAL**

End Sem Exam Time -3 hours Full Marks - 50 2 Credits - Practical 60 hrs Classes Sessional 15 End Sem -35

Table laying practice Presenting the menu, care of menu.

Order Taking; writing a KOT/BOT Bill working, presenting the bill

Role of Restaurant Cashier

Practice on Laying of Breakfast Cover for Room Service, Breakfast cover lay out on table, Continental and English breakfast Tray/Table Layout

Non-Alcoholic Beverages, Service of Tea, Coffee, Soft Drinks, Squashes, Mineral Water and Specialty

Coffee

Service of Special Food items

### REFERENCES

- 1. Design & Equipment for Restaurants & Food Service By Costas Katsigris & Chris Thomas Published by Wiley 8 Sons
- 2. Food & Beverage Service Dennis R. Lillicrap. & John .A. Cousins. Publisher: ELBS
- 3. Food & Beverage Service Management- Brian Varghese
- 4. Food and Beverage Service Training manual- Sudhir Andrews. Tata MacGraw Hill
- 5. Introduction F& B Service- Brown, Heppner & Deegan
- 6. Modern Restaurant Service John Fuller, Publisher: Hutchinson
- 7. Professional Food Service- Sergio Andrioli & Peter Douglas, Publisher: Heinemann Professional
- 8. The Restaurant (From Concept to Operation)- Publisher: Lipinski
- 9. The Waiter Handbook By Grahm Brown, Publisher: Global Books & Subscription Services New Delhi
- 10. Catering Management By Nancy Loman Scanlon Published by Wiley

# PAPER 0205 ACCOMMODATION OPERATION - I

End Sem Exam Time - 3 hours 2 Credits Theory 30 hrs Classes

Full Marks - 50 Mid Sem-10 End Sem -40

UNIT - I

**INTRODUCTION & SCOPE** 

Housekeeping - The Scope in Lodging Industry - Overview. Housekeeping as a business.

Housekeeping for different institutions - Airlines, Hospitals, Hostels, Corporate, and Industrial etc.

UNIT - II

ORGANIZATION STRUCTURE

Hierarchy, Organization Structure,

Duties and responsibilities of the housekeeping personnel.

UNIT - III

COORDINATION & CONTROL Housekeeping control desk,

Coordination within department and with other departments, Files and registers maintained at control desk.

Coordination & control (inter & intra).

Guest priorities and handling guest requests.

UNIT - IV

ORGANISING CLEANING

Awareness of Room Types, Amenities & Facilities for Standard & VIP Guest Rooms

Cleaning routines of guest rooms

Prepare to clean, clean the guestroom including bed making, replenishment of supplies & Linen,

Inspection, Deep Cleaning, Second Service, Turn down service.

Pubic area - Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area.

VIP handling

# SPECIAL CLEANING PROGRAMME

Daily, weekly, Fortnightly and, Monthly cleaning, Routine Cleaning, spring cleaning and deep cleaning procedure.

UNIT - V

**CLEANING AGENTS** 

Basic cleaning agent,

Classification, their uses, care, storage,

Distribution and control measures

Note: GLOSSARY OF TERMS

Students should be familiar with the Glossary of Terms pertaining to above mentioned topics

### **PRACTICAL**

End Sem Exam Time - 3 hours 2 Credits- Practical 60 hrs Classes Full Marks - 50 Sessional -15 End Sem -35

Introduction to House Keeping Department

Layout of room and standard supplies Identification of cleaning equipment

Bed making, second service and turn down service

Cleaning of rooms, bathroom. Room attendant trolley/Maid's cart

Room inspection- Check List

Public Area cleaning,

# **REFERENCES:**

- 1. Hotel Hostel and Hospital Housekeeping Joan C Branson & Margaret Lennox (ELBS).
- 2. Managing Housekeeping Operations Margaret Kappa & Aleta Nitschke
- 3. Hotel House Keeping Sudhir Andrews Publisher: Tata McGraw Hill.
- 4. The Professional Housekeeper Tucker Schneider, Publisher: VNR.
- 5. Professional Management of Housekeeping Operations- Martin Jones, Publisher: Wiley & Sons

# PAPER-0206 BASIC ACCOUNTING - I

End Sem Exam. Time -3 hours 4 Credits - 60 hrs of classes

Full Marks - 100 Mid Sem -20 End Sem- 80

UNIT – I

### INTRODUCTION TO ACCOUNTING

Meaning & Definition Of Bookkeeping And Accounting: Objectives, Advantages and Limitations of Accounting

Double Entry Book Keeping: Introduction, Accounting concepts and conventions, Books & Journal

Classification of Accounts, Rules for Debiting and Crediting, Posting from Books to Ledger, Subsidiary Books: Preparation of Multi Columnar Cash Book, Petty Cash Book and Various Other Books

Bank reconciliation statement - meaning & preparation

UNIT - II

# **CAPITAL & REVENUE TRANSACTIONS**

Capital &Revenue Transactions - meaning, classification of Income, Expenditure & receipts into capital and revenue nature. Distinction between Capital Expenditure & Deferred Revenue Expenditure.

Receipt And Payment Account, Income And Expenditure Account For Hospitality Industry

UNIT - III

### FINANCIAL STATEMENT

Trial Balance - Meaning, Objective & Preparation

Final Accounts: Preparation of Trading and profit and loss accounts. Balance sheets with simple adjustments

UNIT - IV

### COST ACCOUNTING

Concept of Cost: Elements of Cost and Classification of Cost, Types of Costing, Hotel Cost Sheet, Food Cost Percentage

Hotel Accounts: Guest Ledger, Register of Coupons issued, Register of Reservation, Guest Registration, Card Bill, Arrival Departure, Daily Food Cost Sheets

UNIT - V

# DEPARTMENTAL AND UNIFORM SYSTEM OF ACCOUNTING

Departmental Accounting: Definition & Objectives, Changes Required in Book-Keeping Records, Main Methods of Preparing Dept. Accounting, Gross Profit Method, Departmental Profit Method, Net Profit Method,

Uniform System of Accounting: Concept, Conditions for Uniform system, Necessities, Advantages & Disadvantages, Various kinds of schedules- Room Schedule, F & B Schedule, Operation & Maintenance Schedule, Telephone, Laundry and Marketing, income Statement Presentation

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 3<sup>rd</sup> Semester Scheme of Examination

Department	Paper			Theory	7	Pra	actical			Total
	Code	Title of Paper	Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	301	Food Production – II (Core)	10	40	50	15	35	50	100	4
	302	Food & Beverage Service –II (Core)	10	40	50	15	35	50	100	4
	303	Front Office – II (Core)	10	40	50	15	35	50	100	4
	304	Hotel Information System (Core)	20	80	100				100	4
ВНМ	305	Event Management (GEN – 2)	20	80	100				100	4
	306	Soft Skill (GEN – 3)	20	80	100				100	4
		Total			450	Total		150	600	24

# BHM Semester-III Paper code -301

### **Food Production**

## Chapter I. Indian cuisines:

- Each state
- Community
- Introduction
- History
- Map
- Staple Diet
- Equipment
- Special spices & Ingidients
- Festival foods
- Conclusion

# Chapter-II. Indain Breads

- Roti, Chapati, Kulcha, Puri, Paratha, Bhatura, Sheermal, Luchi, Misi Roti, Naan, Idli
- Preparation method
- Equipment used

## Chapter III. Indian Snaks

- Dhokla, Idli, Upma, Samosa, Vadapao, Pavbhaji, Vada
- Preparation Method
- Equipment used

# Chapter IV. Indian Sweets

- Rasgulla, Chumchum, Imarti, Chennar Payesh, Rajbhog, Halwa. Kheer, Gajar Halwa
- Preparation Method
- Equipment used

# Chapter ${\bf V}$ . Garbage Disposal

- Introduction
- Ways of accumulation
- Segregation
- Disposal methods
- Importance and maintenance of garbage bins

# **Practical**

State wise cuisine with proper menu. Community cuisine with proper menu Indian bread preparation Indian sweet preparation Indian snacks preparation

# Reference Bo0ks

- 1. Professional Baking, Wayne Glasslen
- 2. The Wilton Ways of Cake Decorations, Hamlyn Publishing
- 3. Complete Guide To Cookery- Anne Willan
- 4. Professional Pastry Chef- Bo Friberg, John Wiley
- 5. Baking Martha Day- Lorenz Books
- 6. The Professional Chef(4th Edition) Le RolA Polsom
- 7. Chef Manual Of Kitchen Management- John Fuller

# BHM Semester-III PAPER CODE – 302

# Food & Beverage Services

# UNIT-I. Alcoholic Beverages

- Definition
- Classification of alcoholic Beverages. ex-Fermentation, Distillation, Compound

# UNIT-II. Fermentation Methods

### BEER

- Introduction
- Ingredients used for manufacturing of Beer
- Types of Beer
- Names Brand-Indian/Interqational/other Fermented & Brewed Beverages, Ex-Sake. Cider.
- Perry

### UNIT-III. Wines

- Introduction
- Definition of wines
- Classifications of wines
- Still
- Sparking
- Aromatized & Fortifies wihes
- Wine vinification & viticulture
- Storage, Service of wine

# UNIT-IV .Wine region

France, Italy, spain, Portugaf, Germany, New world wine (South africa, Australia, USA, Hungry & India)

# UNIT -V. Aperitifs

- Definition
- Wine Based
- Sprit based

### **PRACTICAL**

- Identifications of glasses. equipments required for service
- Types of Glasses used in the bar
- Service of sprits & Liqueurs from the bar to the table
- Identifications of different types of wine bottles ,sprits bottles for brand name
- Types of Glasses used in Bar
- Service of sprits & Liqueurs from the bar to the table
- Identifications of different types of wine bottles ,sprits botfels for brand name
- Table set up for lunch ,Dinner ,with service of beer ,wine& sprit
- Bar counter proper set up & planning

# **Reference Books**

- 1. Food & Beverage Service-Lilicrap & Cousins
- 2. Modern Restaurant Service- John Fuller
- 3. Food & Beverages Service Taining Manual-Sudhir Andrews
- 4. Bar & Beverage Book- Costas Katsigris, Mary Porter, Thomas
- 5. Professional Guide to Alcoholic Beverages- Lipinski
- 6. Alcoholic Beverages- Lipinski & Lipinski
- 7. Bartenders Guide- BD & L.

# PAPER CODE -303 FRONT OFFICE- III

# Theory

# **UNIT-I:** Reservation

- Importance,
- Modes,
- Channels & Sources
- Types, Systems,
- Cancellation,
- Amendment,
- Overbooking

# UNIT-II:

- Room Selling
- Technique
- Up selling
- Down selling
- Discount

# UNIT-III:

- Registration
- Property reservation & Front desk for arrival guest
- Pre-registration
- Registration of FIT, GIT Group, VIP, system of registration

# UNIT-IV:

Bell Desk

Introduction

Records & Procedures

# UNIT-V:

- Information Desk
- Handling Mail & Massage
- Paging service
- Hospitality Desk

# **Practical**

- A. Reservation
- B. Cancellation & Amendments
- C. Registration
- D. Massage & mail handling
- E. Paging

# PAPER CODE-304 HOTEL INFORMATION SYSTEM

## UNIT-I

# **Management Information system (MIS)**

- Concept
- Mis Design & function
- The HIS concept
- HIS Terminology

### UNIT-II

# **Computer Based Reservation System**

- Global Distribution system
- Inter sell agencies
- Central reservation System (CRS)
- Affiliate and non affiliate system
- Property level Reservation System
- A. Reservation Enquiry
- B. Determination of availability
- C. Creation of reservation record
- D. Maintenance of reservation records
- Generation of reports
- Reservation through the internet

# **UNIT-III**

# **Rooms Management Applications**

- Room management Module
- Room status
- Room and rate Assignment
- In House guest information functions
- Housekeeping functions
- Generation of Reports

# **UNIT-IV**

# **Guest Accounting Module**

- Types of Accounts
- Positing entries to accounts
- Night audit routine
- Accounts settlement
- Generations of reports

# UNIT-V

# **Property Management System Interfaces**

- Points of sale system (POS)
- Cash accounting System (CAS)
- CAS/PMS Advantages and concerns
- Electronic Locking Systems
- Energy Management System
- Auxiliary Guest Services. Guest operated Devices

- In room Vending System
- Guest Information System

# UNIT-VI

# **Food & Beverage Application**

- POS order-Entry units
- Key Board and monitors
- Touch screen terminals
- Immediate Character Recognition (ICR) Terminal
- Wireless terminals
- POSD Printers
- Receipt Printers
- POS software
- Consolidated reports

# **UNIT-V**

# **Food & Beverages Management Applications**

- Recipe Management
- Sales Analysis
- Menu Management Integrated food service software
- Management reports from automated beverage system
- ACCOUNTING APPLICATION
- Accounting Receivable Module
- Account Payable module
- Payroll module
- inventory module
- Purchasing module
- Financial reporting module

# GENERIC 2 PAPER CODE 305

# **EVENT MANAGEMENT**

# UNIT-I

- Events
- Nature
- Definition & scope

# UNIT-II

- Elements of events
- Target audience
- Organizers
- Media activities

# **UNIT-III**

- Event as a product
- Methods of pricing events

# **UNIT-IV**

- Evaluation of event performance
- Measuring performance and corrective directions

# **UNIT-V**

- Strategic Market planning
- Development and assessment of market plan

# GENERIC-3 PAPER CODE-306 SOFT SKILL

# UNIT-I

- Introduction to soft skill & Hard Skill
- Soft Development -Etiquette & manner
- Resume Building

# **UNIT-II**

- Communication skills
- Body language
- Group Discussions

# **UNIT-III**

- Positive attitude & self confidence
- Motivation skills
- Personality

# **UNIT-IV**

- Interviewing skills
- Group Discussion
- Psychometric test

# **UNIT-V**

- Time Management
- Career planning
- Goal Setting

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 4<sup>th</sup> Semester Scheme of Examination

Department	Paper		Theory			Pra		Total		
	Code	Title of Paper	Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	401	Food Production – IV (Core)	10	40	50	15	35	50	100	4
	402	Food & Beverage Service –IV (Core)	10	40	50	15	35	50	100	4
	403	Accommodation Operation – II (Core)	10	40	50	15	35	50	100	4
	404	Tourism & Hospitality (DSE – I)	20	80	100				100	4
ВНМ	405	Principles of Management (Core)	20	80	100				100	4
	406	Hotel Engineering (DSE – 2)	20	80	100				100	4
		Total			450	Total		150	600	24

# **BHM 401** FOOD PRODUCTION - IV

### UNIT – I

### **International Cuisine**

- 1. Geographic location
- Historical background.

Introduction to various cuisines from italy, Germany, Spain, Greece, Mexican, French, Mediterranean and Lebanese

### UNIT - II

### Larder

# 1. LAYOUT AND EQUIPMENT

Definition, Equipments found in the larder, layout: in various sections

### 2. LARDER CONTROL

Common terms used in the larder and larder control

Essentials of larder control, importance of larder control, Devising larder control systems, Leasing with other departments, Yield testing

# 3. DUTIES AND RESPONSIBILITIES OF LARDER CHEF

Function, hierarchy of larder staff Sections of the larder, Duties and responsibilities of larder chef

### UNIT - III

# **BAKERY AND CONFECTIONERY**

Varieties of Icing, Use of icings, Difference between icings and toppings Recipes

### **UNIT - IV**

### PRODUCTION MANAGEMENT

kitchen Organization, Allocation of work-Job description, Duty rosics, Production planning. Production schedule. Product on quality and quality control forecasting budget.

# UNIT - V

# YIELD MANAGEMENT

Product and research development

- a) Testing new equipment
- b) Developing new recipes
- c) Food trails
- d) Organoleote and sensory Evaluation

# **Note: GLOSSARY OF TERMS**

Students should be familiar with the Glossary of Terms pertaining to above mentioned topics

### PRACTICAL

Three course menus to be formulated featuring international cuisines.

- French
- Oriental (Chinese, Thai)
- Italy
- Mexican
- Mediterranean
- Lebanese

### REFERENCES

- 1. Quantity Food Production, Planning & Management, Third Edition by John B Knight Publisher Wiley
- 2. A Historical Companion Indian Food by K.T. Achaya Published by Oxford Press
- Taste of India By Madhur Jaffery
   Prasad Cooking with Indian Masters By Prasad, Allied Publisers Pvt Limited
- 5. Professional Chef, The Culinary Institute of America Published By John Wiley & Sons Ine
- 6. Professional Baking 4th Edition by Wayne Giessen: John Wiley & Sons Inc
- 7. The Professional Pastry Chef, Fourth Edition by Bo Friberg Publisher: Wiley & Sons IN

# BHM 402 FOOD & BEVERAGE SERVICE- IV

UNIT - I

**SPIRITS** 

Manufacturing Process (nf Whiskey, Rum

Different proof of spirits. American prooi, Gay Lussac

Classical cocktails using each and every spirit. (Two each)

UNIT - II

Manufacturing Process of Brandy, Vodka, Tequila

Classical cocktails using each and every spirit. Two each

UNIT - III

manufacturing process of Beer, Wine

Food and Wine Harmony.

LIOUERS

Definition and History

Production of liqueurs

Names, country of origin, predominant flavours

Service

UNIT - IV

**TOBACCO** 

History

Processing tor Cigarettes, Pipe tobacco and cigars

Cigar Shape, sizes, colours

UNIT - V

BEVERAGE CONTROL

Purchasing, Receiving, Storing, issuing, Production control, standard recipe, standard portion size

Bar frauds, books maintained, Beverage control

# **Note: GLOSSARY OF TERMS**

Students should be familiar with the Glossary Ot lerms pertaining to abOve mentioned topics

# **PRACTICAL**

- 1. Practical will be in accordance with the topics of theory with Mock Service of alcoholic beverages. Wine, Beer and other alcoholic and non-alcoholie beverageS.
- 2. Introduction to Bar equipments and glasSware
- 3. Service of spirits and liqueurs
- 4. Bar setup and operations
- 5. Glassware used for different alcoholic &&, non-alcoholic beverages
- 6. Practice on menu matching wines with food
- 7. Beverage control procedures

# **REFERENCES**

- 1. Exploring Wine by Steven Kolpan, Brian H Smith, Michael A Weiss, Publisher; The Culinary Institution Of America
- 2. The World of Wine By Walton Stuart, Publisher: Lorenz Boo
- 3. Harvey's Guide to Wine Octopus Books Limited, London WI
- 4. Professional Beverage Management by Bob & Kathie Lipinski Publisher Wiley
- 5. Exploring Wine Second Edition by Steven Kaplan, Brian H Smith, The Culinary Institute of America

# BHM 403 ACCOMMODATION OPERATION – III

### UNIT - I

### CARE & CLEANING CF METALS

Brass, topper, Silver EPNS, Bronze, gun metal, chrome um powder, Stainless steel, Types of tarnish, cleaning agents and methods used.

# UNIT - II

# **ORGANIZING OPERATIONS**

Staff allocation & Duly Roaster in Housekeeping Departments of different kinds of Hotel Turn Down service Night shift duties and responsibilities.

### UNIT - III

### CARE & CLEANING OF DIFFERENT SURFACES

Cleaning of Different kinds of Surfaces: metal, Glass, Rexene, Plastic, Ceramic, Wood, Wall finish and Floor surfaces.

### UNIT - IV

# FLOOR OPERATIONS

Rules on the guest floor

Key Handling Procedure types of keys grand master, floor master, sub master or section or Pass key, emergency key, room key, offices and store keys), computerised key cards, Key Control register issuing, return, changing of lock, key belts, unusual occurrences.

# UNIT - V

Keys and their control

Lost and found reporting and their handling procedure

Special Services baby Sitting valet service and freshen up service

### **PRACTICAL**

- 1. Pantry set up.
- 2. Lay out of Linen room & Laundry
- 3. Linen & Laundry practical including stairn removal,
- 4. Use of laundry equipment (washing machine),
- 5. Visit to laundry
- 6. Inventory Procedures.

# Reference:

- 1. Managing Housekeeping Operations- Margaret Kappa & Aleta Nitschke
- 2. Hotel Hostel and Hospital Housekeeping- Joan C Branson & Margaret Lennox Publisher: FLST
- 3. Hotel House Keeping -Sudhir Andrews (Publisher: Tata McGraw Hill).
- 4. The Professional Housekeeper-Tucker Schneider, Publisher: VNR
- 5. Professional Management of Housekeeping Operations, Martin Jones, Publisher: Wiley & sons

# BHM 404 TOURISM AND HOSPITALITY MANAGEMENT

### Unit - I

Introduction: Overview of the tourism industry. Concept of tourism. Why it is important to study tourism? Scope of tourism and its economic importance. Impact of tourism.

### Unit - II

Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.

### Unit - III

Travel Agency and Tour Operator, Travel related documents, Passport, Visa, Currency regulations, custom, health regulations, baggage regulations etc.

# Unit – IV

Agencies/ organizations and Ministries in India linked with ministry of tourism, govt of India: link with ITDC, State govt tourism department, Tourism corporation, Ministry of civil aviation, Railways, Archaeology survey of India
Present state of Indian tourism, Emerging trends and thrust area.

### Unit – V

Travel Circuits: some popular dnd impOrtant tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) with special reference to attraction in Odisha.

International circuits.

# **Suggested Readings:**

- Seth, P.N. Successful Tourism Management, Sterling Publication, New Delhi
- Bhatia, A.K. Tourism developments.
- Negi, Jagmohan, Travel and Tourism, Anmol Publication
- Dixit, M. Profiles of Indian Tourism, Royal Book House, Lucknow

# BHM 405 PRINCIPLES OF MANAGEMENT

### **UNIT-I**

### Introduction

Illustrative Case Study: A typical day in life of a Manager at Hotel

Orientation to management thought process

Evolution Development- School of Management,

Management: defined.

### UNIT - II

# **ROLE OF MANAGER**

Professional Manager and his tasks

Managerial skills- Roles - Levels,

Managerial Ethics and Organizational Culture,

Management Processes.

# UNIT – III

# **PLANNING**

Illustrative Case Study: Planning and Management Process,

Mission Objective Goals, Urgent and important Paradigms,

Planning process in Detail, Types and Levels of Plans, Problems solving. and decision making,

Time Management

# UNIT - IV

# ORGANISING ANID CONTROLING

Organizing and Organising Structure, Organization Chart,

Principles of Organization; Scalar Principle, departmentation; Unity and Command, Span of

Control, Centralization and Decentralization, Authority and Responsibility, Delegation

Basic concepts of control Definition

**Process and Techniques** 

# UNIT - V

# INTERNATIONAL AND FUTURE VIEWS OF MANAGEMENT

The management process in foreign countries,

Generalization about foreign managements: customs, social values, and education

# REFERENCES

- 1. Supervision in the Hospitality Industry, Fourth Edition jack E Miller, John R Walker
- 2. Introduction to the management in the Hospitality Industry, Seventh Edition by Tom Powers
- 3. Clayton BarroWs, Publishers: willey, USA

# BHM 406 HOTEL ENGINEERING

### UNIT – I

### HOTEL MAINTENANCE DEPARTMENT

Introduction. Flowchart to indicate functioning of maintenance department in a hotel Organization and set up a maintenance department, organizations chart. The staff duties and responsibilities

Types of maintenance-preventive and breakdown maintenance-their comparison. Contract maintenance. Types of contract-service contract. Requirement of engineering workshop

# UNIT - II

# EQUIPMENT REPLACEMENT POLICYTERMS AND CONDITION

Inadequacy obsolescence - excessive maintenance-declining efficiency.

Replacement policy of equipment which gradually deteriorate- Economic replacement cycle for abruptly falling equipment.

Replace when current annual cost is equal to average annual cost to date.

# UNIT – III

# **ELECTRICITY**

Meaning and usage, ohm's law, AC & DC.- their dilferences, advantages and disadvantages. General layout of circuits including service entrance, distribution panel boards, Calculation of power requirements, meter reading and bill calculation.

### UNIT - IV

### WATER MANAGEMENT & SANITARY SYSTEM

Sources of water, method of removal of hardness,

Calculation of water requirement

Sinks, basin, water closet, bidets and their fittings, use of water traps and waler seals

# UNIT - V

# REFRIGERATION AND AIR CONDITIONING

Basic scientific principles,

Types of refrigeration systems and refrigerants walk in coolers and freezers, care and maintenance

Types of air conditioning systems, condition for comfort air movement, humidity control and ventilation-Selection of air conditioning system.

# REFERENCES

- 1. The Management of Maintenance and Engineering Systems in Hospitality Industry By Frank D. Borsenik & Alan T. Stutts, Published: John Willey & Sons Inc NY
- 2. Textbook of Hotel Maintenance- N. C. Goyal & K. C. Goyal
- 3. Air Conditioning Engineering By W.P. Jones, Published: English Language Book Society/ Edward Arnold

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 5<sup>th</sup> Semester Scheme of Examination

	Paper			Theory	7	Pra	actical			Total
Department	Code	Title of Paper	Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	501	Food Production – IV (Core)	10	40	50	15	35	50	100	4
	502	Food & Beverage Service –IV (Core)	10	40	50	15	35	50	100	4
внм	503	Front Office – III (Core)	10	40	50	15	35	50	100	4
	504	Facility Planning ( Core)	20	80	100				100	4
	505	Hospitality Marketing (DSE – 3)	20	80	100				100	4
	506	Entrepreneur Development (DSE – 4)	20	80	100				100	4
		Total			450	Total		150	600	24

# BACHELOR IN HOTEL MANAGEMENT $5^{\text{TH}}$ SEMESTER

# FOOD PRODUCTION - V

# Semester – V

Paper Code - 501

# UNIT - I

# FOOD COST CONTROL

- A. Introduction to Cost Control
- B. Define Cost Control
- C. Food Costing

# UNIT - II

# **CHARCUTERIE**

# A. INTRODUCTION TO CHARCUTERIE

- i. Sausage: 1ypes and varieties of sausages
- ii. Casing: Types and varieties
- iii. Filling Types and varieties

# **B. PATES**

- I. Types of pate
- II. Making of pate
- III. Truffle

# UNIT - III

# A. MOUSE AND MOUSSELINE

- I. Types of mousse
- II. Preparation of mousse

# B. CHAUDFROID

- I. Making of choudfroid
- II. Use of choudfroid
- III. Garder terminology and vocabulary

# C. A spic and gelee

- I. Definition of aspic and gelee
- II. Making of aspic and gelee

# UNIT-IV

# FORCE MEAT

- a. Types of force meat
- b. Preparation of force meat

UNIT - V

# BRINES, CURES, AND MARINADES

- a. Types of brines
- b. Preparation of brines
- C. Types of marinades
- d. Method of curing
- e. Use of Wine and Herbs in cooking.

# **PRACTICAL**

- 1. Making different types of sausages
- 2. Making classical pate
- 3. Mousse, mousseline sauce and choudfroid.
- 4. Sauce peinture (painting preplated plates with desired sauces for service)

# **REFERENCES**

- Professional Chef, The Culinary Institute of America Published By John Wiley & Sons Inc
- 2. Professional Baking 4th Edition by Wayne Gisslen: John Wiley & Sons Inc
- 3. The Professional Chef (4thEdition) By Le RolA. Polsom
- 4. Practical Cookery by Kinton & Cessarani
- 5. Theory of Catering By Kinton& Cessarani
- 6. Practical Professional Cookery by Kauffman & Cracknell
- 7. Larder Chef By MJ Leto& W KH Bode Publisher: Butterworth- Heinemann
- 8. The Professional Pastry Chef, Fourth Edition by Bo Friberg Publisher: Wiley & Sons INC

# BHM CORE PAPER

# Semester-V PAPER CODE 502

# FOOD & BEVERAGE SERVICES - V

# Chapter – I. Room Service/ In room dining service

Introduction, general principles
Cycle of Service, scheduling and staffing Forms and Formats
Order Taking, Suggestive Selling, breakfast cards
lime management- lead time from order taking to clearance

# Chapter – II .Banquets

Organization structure, Duties & Responsibilities of banqueting staff
Administrative Procedures, Formats Maintained Banquet Function Prospectus
Types of Function (Formal and Informal)
Menu Planning (Indian, Continental, Theme, inference, cocktail, others)
Seating Arrangements
Off Premise/ Outdoor catering, Air line/ Railway/ Sea Catering.

# Chapter – Ill . Buffets

Definition

Types of buffets

Buffet equipment and tables' set-up.

# Chapter – IV .Bar Operations

Types of bars Layout of American bar (parts of the bar) Bar equipments

# **Chapter – V . Gueridon Service**

Origin and definition
Types of Trolleys and layout
Special equipment
Service Procedures
Service of important classical dishes

# **Note: Glossary of Terms**

Students should be familiar with the glossary of terms pertaining to above mentioned topics

# Practical's:

- \* Room Service- Tray and trolley lay up, breakfast hanger & service procedure.
- Mini bar- format and operational procedures.
- ❖ Filling of Banquet function prospectus, Menu Planning & Service (International

- Menus French, Chinese, Mexican & Italian)
- ❖ Banquet seating styles, formal banquet service
- Setting up of bar with glasses & equipment
- Compiling Beverage lists
- ❖ Mise-en-place for serving a dish from Gueridon Trolley & Service of dishes
- **♦** (flambe& salads)
- Setting up of buffets and service procedures.
- Guest Situation Handling

# **Reference Books:**

- 1. Food & Beverage Service-Lillicrap& Cousins
- 2. Modern Restaurant Service- John Fuller
- 3. Beverage Book- Andrew, Dunkin & Cousins
- 4. Bar & Beverage Book- Mary Porter & Kostagris
- 5. Alcoholic Beverages-Lipinski & Lipinski

# CORE PAPER SEMESTER 5 PAPER CODE -503

# FRONT OFFICE -III

# **Unit-1: Computer Application in FO**

- ➤ Role of IT in the hospitality industry.
- > Factor for need of PMS in hotel.
- > Factors for purchase of PMS by the hotel
- > Introduction to Fidelio & Amadeus

### **Unit-2: Front office Accounting**

- > Accounting Fundamentals.
- Guest & Non guest Accounts.
- > Accounting system (Non automated, Semi automated, Fully automated

# **Unit-3:Check-out procedures**

- > Guest Account settlement-cash &credit, Indian currency of foreign, transfer of guest accounts
- > Express checkout.
- > Control of cash of credit
- > Control of cash of credit

# **Unit-4:Night Auditing**

- > Function
- ➤ Audit procedure(Non automated , Semi automated, Fully automated)

# Unit 5: F.O &Guest safety and security

- > Importance of security system
- > Safe deposit
- Emergency situation
- ➤ Key control

# **PRACTICAL**

- ➤ Manual accounting
- > Machine accounting
- > Payable, accounts receivable
- Guest history
- ➤ Situation handling
- ➤ Role play

# CORE PAPER SEMESTER -5 PAPER CODE -504 BACHELOR OF HOTEL MANAGEMENT

#### **FACILITY PLANNING**

#### UNIT - I

#### HOTEL DESIGN

Design Considerations - Attractive appearance, Efficient plan, Good location, Suitable materials,

Good workmanship, Sound financing, Competent management,

Evaluation of accommodation need, thumb rules,

Ensuring that the hotel must combine the integrated functions of housing, feeding, entertainment, rentals, services, maintenance and light manufacture.

#### UNIT - II

#### PLANNING CONSIDERATIONS:

Flow process and flow diagrams, Space relationships, Architectural consideration,

Difference between carpet area and plinth area,

Approximate cost estimation,

Class room exercises.

#### UNIT - III

#### STAR CLASSIFICATION OF HOTELS:

Criteria for star classification of hotels.

Various licenses & statutory approvals required as per muniCipal bylaws for starting and running hotel and catering services.

#### **UNIT-IV**

#### PLANNING OF F & B SERVICE OUTLET AREAS

- Planning of physical layouts of function and supporting area.
- > Production area Pre-preparation, preparation, kitchen stewarding, stores, hot-plate, Chef's Office.
- > Service Area Reception and waiting lounge, dining area, pantry, dish washing, pick -up, Bar, Room Service Area, Service Bar.
- > Factors to be considered while planning décor.

#### UNIT – V

#### PLANNING OF STAFF FACILITIES AREAS

Time office, cloak room, staff cafeteria, uniform exchange, laundry area, EDR, Co-operative canteen.

#### PLANNING OF SERVICE SUPPORT AREAS

Planning of material management, area-receiving, stores, bar stores, cellar, beverage stone, cold room, banquets utility area, furniture storage

area, garbage disposal, gas bank, and maintenance area, tire exits.

#### REFERENCE:

- 1. Production Management -S.K. Hajra Choudhry
- 2. Hospitality Facility Management & Design David M Stipanuk & Harold Roffmann, Publised: Educational Institute, AHMA
- 3. Building Construction By Sushil Kumar, Published: Standard Publishers Distributors, Delhi
- 4. Systematic layout planning Richard MutherCahners
- 5. Food Service Planning: Layout & Equipment Lendal H Kotschevar, Margaut E Terrell
- 6. Management operations and Research N. Sathyanarayana
- 7. The Management of Maintenance and Engineering System in the Hospitality Industry By Frank D Borsenik& Alan T. Stuts, Publisher John Willey & Sons Inc NY
- 8. Design & Layout of Food Service Facilities, Second Edition By John C. Birchfield and Raymond T Sparrowe, Publisher John Willey & Sons Inc NY

# DSE-3 PAPER CODE – 505

# **HOSPITALITY MARKETING**

#### Unit-1

Understanding the concept of market & marketing, core concepts in marketing -need, wants, demand, exchange concept or service marketing, product marketing versus service marketing.

#### Unit -2

Marketing environment & its analysis, business trends & practical in hospitality industry & the role of Marketing, service characteristics of hospitality marketing.

#### Unit-3:

Concept of marketing Mix-7 ps framework in hospitality industry, basic of market segmentation, market targeting & market positioning.

# Unit-4:

Product-related strategies-new product development, product life cycle, branding product mix strategies, pricing products factor for setting prices price approaches, balancing demand & supply.

#### Unit-5:

Physical evidence-Importance of ambience & experience in hotels, components of physical evidence, creating right physical evidence, promoting products

Advertising Direct marketing & sales promotion, public relations.

# PAPER CODE - 506 DSE-4

# ENTREPRENEUR DEVELOPMENT

#### Unit-1:

Entrepreneur & Entrepreneurship actor affecting entrepreneurship growth economic, social Psychological and political factors.

# Unit-2:

Entrepreneurship Development, entrepreneurial motivation, method & procedures to start and expand one's own business

#### Unit-3:

Environmental factor affecting Success of a new business-reasons tor the failure and visible problems tor business, project formulation

#### Unit-4

Selection of factory location, demand analysis & market potential measurement, working capital Management

#### Unit-5:

Institutional support to Entrepreneurs, entrepreneurship development programmes, Govt support to Entrepreneurs- Policy initiatives for. Environmental growth- incentive & subsidies

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 6<sup>th</sup> Semester Scheme of Examination

Department	Paper Code	Title of Paper	Theory			Practical				Total
			Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
внм	601	Advance Food Production Management (Core)	10	40	50	15	35	50	100	4
	602	Advance Food & Beverage Management (Core)	10	40	50	15	35	50	100	4
	603	Advance Front Office Management (Core)	10	40	50	15	35	50	100	4
	604	Advance Accommodation Operation Management ( Core)	10	40	50	15	35	50	100	4
	605	Hotel Law & Licensing (GEN – 4)	20	80	100				100	4
	606	Food Science and Nutrition (GEN – 5)	20	80	100				100	4
	Total					Total		200	600	24

# CORE PAPER BHM SEM-VI PAPER CODE – 601

# ADVANCE FOOD PRODUCTION MANAGEMENT

# Chapter - I

# **Production Management**

- Production Planning
- > Production schedule
- > Production quality & quantity control

# Chapter - II

# **Kitchen Budget**

- > Forecasting budget
- > Budget preparation
- ➤ Budget Control
- > Function of Budget
- > Limitation of Budget

# Chapter – III

# **Bakery**

- > Introduction to raw material
- Cookies
- Pastries
- > Cake
- > Icing
- > Chocolate

# Chapter – IV

# Kitchen sales & purchases

- > Storing control
- > Food control cycle
- > Purchasing control
- > Receiving control
- ➤ Methods of food purchasing
- > Sales concept

# PRACTICAL BAKERY

Baba Au rhum, chocolate sauce, Cibatta, Brioche, Garlic roll, Brown Bread, Rye Bread, Croissants, Bread sticks, Butter flakes rolls, Carrot cake, Fruit cake, Black forest cake

# **SUGGESTED MENU**

1.

Consomme carmen Poulet saute chasseur Pommes de terre lorette Harricots vert au beurre

2.

Bisque de ecrevasse Escalope de ala viennoise Pommes batailles Epinard au gratain

3.

Cabbage chowder Poulet ala rex Polles de terre marquise Ratatouille

4.

Cream of Tamoto Chicken ala kiev Cock au arroz Caramale custard

# CORE PAPER BHM SEM-VI PAPER CODE – 602

#### ADVANCED FOOD & BEVERAGE MANAGEMENT

#### Unit - 1 (a) Food & Beverage control

- > Definition.
- ➤ Objective & problems.

#### (b) Elements of cost.

- > Definition of cost, Basic concept of profits.
- Pricing & control aspects.

#### (c) Cost Dynamics & Break-even Analysis

#### Unit – 2 Store & Issuing.

- > Stock record-Bin cards, stock cards, perpetual inventory records.
- > Store issue-Transfer notes, breakages & damages goods.
- > Stock taking, stock turn over, stock levels.
- ➤ Procedure for perishable & non-perishable
- > ABC analysis.

#### Unit – 3 Budgeting

- Definition & Objectives
- ➤ Kinds of budget (Sales budget, Labour cost, Budget, Overhead budget)
- Budget trading account.

#### Unit – 4 (a) Preparation of food & Beverage items.

- ➤ Volume forecasting-Aids, standard yield, standard recipes, standard portion size.
- Analysis of preparation methods.

#### (b) Selling

- > The Pricing of menu.
- Fixed selling price & controls(cash credits)
- > En pension terms.
- > Preparation food cost reports & beverage cost.
- Mice-en-place for service a disc from Gueridon trolled & service dishes.
- > Guest situation handling.

#### Unit – 5 The control cycle overview.

- Buying/ Receiving/Storing/Issuing/9elling.
- (a) Purchasing
- ❖ The selection of a supplier, Rating, methods of purchasing
- Standard purchase specification-objective & preparation.
- (b) Receiving
- \* Receiving procedure & methods
- Purchase orders, Delivery notes, Goods received book.
- ❖ Assessing performance & efficiency of the receiving department.
- ❖ The receiving of food & Beverage in terms of quality & inspection.

#### **PRACTICAL**

- Store requisition
- Stock Inventory
- ❖ Cash Control through KOT & BOT
- Cash handling procedures
- ❖ Bill Presentation & Preparations

# CORE PAPER BHM SEMESTER 6 PAPER CODE -603

#### ADVANCE FRONT OFFICE MANAGEMENT

# Unit-1 Planning & Evaluating F.O operation

- > Forecasting techniques.
- > Forecasting Room availability.
- Useful forecasting data.
- > Forecasting formula.

# **Unit-2 Budgeting**

- Making of F.O budget.
- > Factors affecting budget planning.
- > Capital operation budget planning .Refining budgets.
- > Forecasting room revenue.

# **Unit-3 Yield Mgmt**

- ➤ Concept & importance.
- > Applicability to rooms division.
- Capacity Management
- Duration control.
- > Yield measurement.
- > Potential high & low demand tactics.
- > Yield Mgt software.
- > Yield Management team.

# Unit-4 Front office co-ordination with other Departments of hotel

# **Unit-5 Front office as sales Department**

- > Importance of Front offic as sales point.
- > Sales promotion technique used by F.O.
- > F.O staff acts as sales agent.

#### **Practical**

- ➤ Handling emergency situation
- ➤ Handling check -in procedures on the system
- Check-out procedures on system
- Calculating yield
- ➤ Role play

# CORE PAPER BHM SEMESTER - 6 PAPER CODE -604

# ADVANCE ACCOMMODATION MANAGEMENT

#### Unit-1 Planning & Organizing the H.K dept.

- > Area inventory list.
- > Frequency schedules.
- > Performance of productivity standards
- > Time & motion study in HIK operations.
- > Standard operation manuals-Job procedures.
- ➤ Job allocation &work schedule.
- Calculating staff strengths & planning duty roasters, team work & leadership in HK.
- > Training in H K, devising training programmers for H.K staff.

#### Unit-2 Budgeting.

- ➤ Budget & Budgetary controls.
- > The budget process.
- > Types of Budget.
- Controlling expenses.
- ➤ Income statement.
- Methods of buying

### Unit-3 Safety & security.

- > Safety & awareness & accident prevention.
- ➤ Fire safety & fire fighting
- > Crime prevention and dealing with emergency situations.

#### **Unit-4 interior Decoration.**

- Elements of Design.
- Color & its role.
- Winslow's & window treatment.
- ➤ Lighting & lighting fixtures.
- > Floor finishes.
- Carpet.
- Furniture & fitting.
- > Accessories.

#### **Unit-5 New property countdown**

- > Furniture arrangement & their sizes.
- > Refurbishing & redecoration.
- Control service.
- Conservation of Resources.

#### **Practical**

- 1. First aid kit.
- 2. Dealing with emergency situation.
- 3. Special decorations.
- 4. Inspection checks Silts.
- 5. Devising training modules.

# GENERIC 4 BHM SEMESTER - 6 PAPER CODE – 605

# **HOTEL LAW & LICENSING**

# Unit-1 General Laws regarding food.

- > State & local laws regarding food.
- > General liability for unwholesome food warranties.
- > Truth in menu laws & labelling laws.
- ➤ Patent laws & trade marks
- > Prevention of food adulteration act.

# Unit-2 State laws relating to alcoholic beverages

- General nature of control by state.
- ➤ Application for an issuance of licenses.
- > General Restrictions on licenses.
- ➤ Common law liability for serving alcoholic beverages.
- ➤ Hours & premises of sales.
- ➤ Books & records.
- > Important working.
- > Important points for Management

# Unit-3 Wage and hour laws applicable to hotel employees.

- Coverage of state laws
- Minimum wage act.
- Industrial dispute act.
- Unfair labor practice.

# Unit-4 consumer protection laws affecting hotels.

- Credit card laws.
- > Catering contracts.
- No smoking laws.
- Restrictions in playing recorded music in guestrooms/pubic

# Unit-5 Public health & safety requirements

- > Building codes.
- ➤ Water supplies, sewage system & drainage.
- ➤ Contagious diseases.
- > Swimming pool, guest elevator.
- > Safety & local fire legislations.

#### **Unit-6 Taxes**

- > State & local taxes.
- > Sales taxes, Luxury tax.
- ➤ Hotel Room Occupancy taxes.
- > State liquor taxes.
- > Trade regulation.

# BHM GENERIC 5 SEMESTER 6 PAPAR CODE – 606

# FOOD SCIENCE & NUTRITION'S

### **Unit-1 Basic Aspects:**

- ❖ Definition in terms of Health, Nutrition & Nutrients, Importance of food & Nutrients.
- Definition & scope of Food science.

#### **Unit-2 Carbohydrates:**

- Introduction& classification.
- Effects of Energy & factors affecting energy
- Sources of carbohydrates.
- Health issues with carbohydrates.

#### **Unit-3 Lipids:**

- Introduction& classification.
- Dietary sources & Functions.
- Effect of cooking on lipids, Auto oxidation, Hydrogenation, Winterization & Smoking points Cholesterol.

#### **Unit-4 Proteins**

- Introduction& Classification.
- Dietary sources & function.
- **Effect of cooking on Proteins.**
- Denaturation, Emulsification, Formability, coagulation.

### Unit-5 Vitamins, Minerals & Water:

- Definition &Classification of vitamins.
- Dietary source & function of vitamins.
- Definition & classification of Minerals.
- Dietary sources & function of minerals.
- Definition, sources, Function.

### Unit-6 Balanced Diet & Evaluation of Food.

- **...** Definition & importance.
- ❖ Factor affecting Balance Diet.
- Menu planning & its factors.
- Introduction of Evaluation of food.

#### Unit-7 Newer Trends in food service industry.

- Emulisation Definition & types.
- Flavours-Definition & type.
- Browning-Definition, types & flavours.

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR

# (Bachelor in Hotel Management) Syllabus for BHM 7<sup>th</sup> Semester Scheme of Examination

Department	Paper Code	Title of Paper	Theory			Practical				Total
			Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	701	IT Report						100	100	6
	702	Internship in Food &								
		Beverage						100	100	6
		Management								
ВНМ	703	Internship in Room								
		Division						100	100	6
		Management								
	704	Swach Bharat (GEN – 6 )				70	30	100	100	4
	705	Wellness Tourism & Yoga (Core)	20	80	100				100	4
	Total				100	Total		30 100		26

# UTKAL UNIVERSITY OF CULTURE, BHUBANESWAR (Bachelor in Hotel Management) Syllabus for BHM 8<sup>th</sup> Semester **Scheme of Examination**

Department	Paper Code	Title of Paper	Theory			Practical				Total
			Mid Sem	End Sem	Total	Sessional	End Sem	Total	Total	Credits
	801	OJT						100	100	6
	802	Human Resource Management (DSE – 5 )	20	80	100				100	4
внм	803	Travel Agency and Tour Operation Business (DSE – 6)	20	80	100				100	4
	804	Customer Relationship Management (Core)	20	80	100				100	4
	805	Business Communication (Core)	20	80	100				100	4
	Total					Total		100	500	22

# SEMESTER – 8 PAPER CODE- 801

**OJT** 

# PAPER CODE- 802 BHM DSE-5 HRM

# **Unit-1: Introduction to HRM.**

- Definition.
- Nature & characteristics
- Necessity for HRM in the service industry.
- Role of HRM.

# **Unit-2: Human Resource Planning**

- Concepts, Characteristics & Need.
- Job Analysis, Job Description & Job Specification.
- Recruitment & Selection-Sources & Model of Recruitment.
- Tests &Interviews, selection process.

# Unit-3: Human Resource Development.

- Definition & characteristics &&need.
- Orientation & Induction.
- Training-Need & importance, difference between training & Development, methods of training.
- Performance appraisal-purpose & methods.
- Promotion & Transfers.

# Unit-4: Wage & Salary Administration.

- Job evaluation-concept & objective.
- Formulation of compensation structure.

# DSE- 6 BHM SEMESTER 8 PAPER CODE -803

# TRAVEL AGENCY & TOUR OPERATION BUSINESS

# **Unit-1: Tourism phenomenon.**

- ➤ Definition-Tourism, Tour, Tourist, Visitor, Excursionist Domestic, international, Inbound, outbound, destination.
- > Growth of Tourism/ Evolution/ History of tourism & present status of tourism in India.

# **Unit-2: Constituents of Tourism industry.**

- > Primary constituents.
- Secondary Constituents.
- ➤ The 4A's of Tourism-Attraction, Accessibility, Accommodation, Amenities.
- ➤ Career opportunities Tor tourism professionals.

# **Unit-3: The travel Agency.**

- ➤ Meaning & Definition of travel agent.
- > Types of travel agent-retail & wholesales.
- > Functions or travel agent.
  - Provisions of travel information.
  - Ticketing.
  - Hinerary preparation.
  - Planning & costing
  - Settling of Accountings.
  - Liaisons with service prOviders.
  - Role of Travel Agent in promotion of tourism.

# **Unit-4: The tour operation.**

- > Meaning & definition.
- > Fringe Benefits.

# Unit-5: Labour-Management Relations.

- ➤ Trade unions-Concept, objectives & Functions.
- ➤ Collective Bargaining.
- Workers participation in Mgt.
- ➤ Labour turnover-Causes &measures to prevent labour turnover.

# CORE PAPER BHM SEMESTER - 8 PAPER CODE -804

# **CUSTOMER RELATION MANAGEMENT**

#### Unit-1: CRM-Overview.

- ➤ Conceptual frameworks of customer Relationship Mgt. in service sector.
- > Driving CRM culture in business.
- Challenges building loyal customer.

# Unit-2: CRM-An enterprise wide activity.

- ➤ CRM Landscape-Evolution, types of CRM.
- > CRM Implementation option.
- > Strategic CRM.

# **Unit-3: Relationship Marketing**

- > Customer engagement & experience Management concept.
- Building Relationship approach.
- > Redefine service blueprint to enhance customer delight.

# Unit-4: Building CRM process structure.

- > CRM levels.
- Front end & bar end business process integration using CRM process.
- Marketing Campaign process.
- ➤ Contact & activity Management process.

#### Unit-5: Measuring effectiveness of CRM.

- > Types of tour operator: inbound, outbound & domestic.
- > Tour packaging-definition, components of a tour package.
- > Type of package tour.
- > Guides & escorts-their role & function qualities required to be a guide or escort

#### **Unit-6: Travel formalities & regulations.**

- ➤ Passport-Definition, issuing authority, types of passport. Requirements for passport.
- ➤ Visa-Definition, Issuing authority, types of ViSA, Requirements tor Visa...
- > Health Regulation-Vaccination, Health insurance, Economic regulation-Foreign Exchange

# CORE PAPER BHM SEMESTER 8 PAPER CODE- 805

# **BUSINESS COMMUNICATION**

# **Unit-1: Communication-Types & Process.**

➤ Introduction, Definitions, Process of communication, types of communication, upward, Downward, Horizontal, Vertical & diagonal, Verbal, Nonverbal, interpersonal communication, Mediums of communication, Listening, Barriers to communication.

#### **Unit-2: Written Communication.**

> Business report, business representation, format letter, Drafting effective letter, formays, style of writing, Handling Meetings-types of meetings, structuring a meeting-agenda & minutes, conducting a meeting.

# **Unit-3: Speeches.**

Drafting, a speech, presentation, personal grooming, Paragraphs and creative writing, Extempore.

# **Unit-4: Group Presentation.**

Realizing the difference between a team and a group. Audience orientation, group projects, planning a presentation-Mind mapping, theme, subject, Handling question & feedback

#### **Unit-5: Listening on the Job.**

- ➤ Definition, importance & types of listening, listening barriers, Guidelines for effective listening, effective specking-addressing a group, essential qualities of a good speaker.
- ➤ Loyalty effectiveness of CRM.
- ➤ Measuring effectiveness loyalty programmers.
- > Difference between behavioural loyalty & attitudinal loyalty.