

SEMESTER – V MAJOR – I
BHM325 – ACCOMMODATION MANAGEMENT – III (THEORY + PRACTICAL)
THEORY - HOURS ALLOTTED: 60 MAXIMUM MARKS: 100
PRACTICAL - HOURS ALLOTTED: 120 MAXIMUM MARKS: 200

FRONT OFFICE MANAGEMENT				
S.No	TOPIC	Theory Hours	Practical Hours	Weight age
REVENUE MANAGEMENT				
1	The Concept of Revenue Management <ul style="list-style-type: none"> • Hotel Industry Applications 	5	Assignment 8	5%
2	Measuring Yield <ul style="list-style-type: none"> • Formula-1:Potential Average Single Rate • Formula-2:Potential Average Double Rate • Formula-3:Multiple Occupancy Percentage • Formula-4:Rate Spread • Formula-5:Potential Average Rate • Formula-6:Room Rate Achievement Factor • Formula-7:Yield Statistic • Formula-8:RevPAR • Formula -9:Identical Yields • Formula-10:Equivalent Occupancy • Formula-11:Required Non-Room • Revenue per Guest • RevPAG and GOPPAR 	25	Numerical Calculations & Applications 48	40%
3	Elements of Revenue Management <ul style="list-style-type: none"> • Group Room Plans • Transient Room Plans • Food & Beverage Activity • Local & Area Wide Activity • Special Events. 	10	Case Study & S/W Hands-On 24	20%
4	Using Revenue Management. <ul style="list-style-type: none"> • Potential High & low Demand Tactics • Implementing Revenue Strategies • Availability Strategies. 	10	S/W Hands-On 16	10%
5	Revenue Management Team <ul style="list-style-type: none"> • Composition & Role • Revenue Manager 	5	Assignment 8	15%
6	Revenue Management Softwares	5	S/W Hands-On 16	10%

NOTE: 1.Students may be given assignments and case studies individually or in groups. They should visit the hotels to collect data and information.

2. A Revenue Management Software (e.g. HIRO) may be procured by the institute to be used by the students to do the required practical hands-on activities.

SEMESTER – V MAJOR – II
BHM326 – ACCOMMODATION MANAGEMENT – IV (THEORY + PRACTICAL)
THEORY - HOURS ALLOTTED: 60 MAXIMUM MARKS: 100
PRACTICAL - HOURS ALLOTTED:120 MAXIMUM MARKS: 200

S.NO	TOPIC	HOURS	Weightage
1	The planning process <ul style="list-style-type: none"> ➤ Area inventory list ➤ Frequency schedule ➤ Performance standards ➤ Productivity standards ➤ Inventory level calculation 	6 Th 10 Pr	10% Assignment
2	Organizing the house keeping department <ul style="list-style-type: none"> ➤ Task lists ➤ Job description ➤ Work study – time and motion study ➤ S.O.P'S ➤ Devising Training modules - e.g. training programme for GRA. ➤ Skill training <ul style="list-style-type: none"> • Prepare to train • Present • Practice • Follow up 	12 Th 30 Pr	20% Assignment
3	COORDINATING AND STAFFING <ul style="list-style-type: none"> ➤ Staffing guide ➤ Productivity complications ➤ Calculating staff strength ➤ Job allocation ➤ Developing work schedules/ alternative scheduling techniques ➤ Planning duty rota 	12 Th 20 Pr	20% Assignment
4	CONTROLLING EXPENSES <ul style="list-style-type: none"> ➤ Types of budgets ➤ The budget process ➤ Planning the operating budget ➤ Budgeting expenses(salaries and wages, employee benefits, outside services, in-house laundry, linens, operating supplies, uniforms) ➤ Using the operating budget as a control tool ➤ Operating budgets and income statements ➤ Controlling expenses ➤ Capital budgets ➤ Contract vs in-house cleaning 	6 Th 10 Pr	10% Assignment

5	MATERIAL MANAGEMENT <ul style="list-style-type: none"> ➤ Purchase systems and procedure ➤ Standardisation, codification and variety reduction ➤ Stores and inventory management <ul style="list-style-type: none"> • Par levels • Establishing par levels • Linen • Uniform • Guest loan items • Cleaning equipment and machines • Cleaning supplies • Guest supplies • Taking a physical inventory of recycled and non recycled items 	8 Th 8 Pr	15% Assignment
6	DIRECTING / CONTROLLING and EVALUATING <ul style="list-style-type: none"> ➤ Directing –Staff (Team work and leadership) ➤ Controlling – Standards to protect hotels assets ➤ Evaluating – Performance and Operational Budget 	4 Th	5 %
7	HOUSEKEEPING HUMAN RESOURCE ISSUES <ul style="list-style-type: none"> ➤ Recruiting employees the pre-recruitment process, internal recruiting, external recruiting selecting employees ➤ Turn over- cost of turnover ➤ Motivation- methods of motivating employees ➤ Interpersonal relations ➤ Leadership styles and group dynamics 	8 Th 12 Pr	10% Assignment and case study
8	TOTAL QUALITY MANAGEMENT- Principles	2 Th	5%
9	NEW PROPERTY COUNT DOWN	2 Th	5%
TOTAL		60 Th / 90 Pr + 30Hrs assignments and presentation	

BHM281 – STRATEGIC MANAGEMENT
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

S.No.	Topic	Hours	weight age
1	Strategy and Strategic Management i) Definition, Scope & Type ii) Importance iii) Strategy & Policy: Difference	04	5%
2	Mission and Vision Statement i) Definition, importance ii) Scope of Mission Statement iii) Components of Mission Statement iv) Definition & Difference with Objectives, Goals, Policies	12	10%
3	Approaches to Developing Strategies i) Adaptive search ii) Intuition search iv) Strategic factors v) Picking Niches v) Entrepreneurial Approach	04	10%
4	Environmental Analysis 1) Definition & need for Environmental Analysis 2) Key Environmental variable factors : Internal and External 3) Techniques of Environmental Analysis- SWOT Analysis, Porter's five forces competition analysis etc.	06	10%
5	Grand Strategies i) Stability Strategies ii) Expansion Strategies iii) Retrenchment Strategies iv) Combination Strategies v) Short notes on different mixed strategies	08	15%
6	Strategic Analysis and Choice a) Input Stage i) Internal Factor Evaluation Matrix ii) External Factor Evaluation Matrix iii) Competitive Profile Matrix b) Matching Stage i) TOWS Matrix ii) SPACE Matrix iii) BCG Matrix iv) Internal-External Matrix v) Grand Strategy Matrix c) Decision Stage Quantitative Strategic Planning Matrix (QSPM)	10	15%
7	Strategic Implementation, Review & Evaluation 1. Mckinsey's 7 S Framework 2. Leadership: a. Meaning, characteristic & functions b. Different leadership & Management styles:	08	20%

	(Blake & Moutol's, Managerial Grid, Likert's leadership styles and Lewin's leadership styles 3. Strategy review and evaluation: a. Review underlying bases of strategy b. Measure Organizational performance c. Take corrective actions		
8	Policy Formulation a) Policy Formation: Meaning & Need. b) Different functional areas policies: i) Personnel Policies ii) Financial Policies iii) Marketing Policies	08	15%

Recommended books:

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| 1. Business Policy & Strategic Management | - | Dr. L. M. Prasad |
| 2. – do - | - | P. K. Ghose |
| 3. – do - | - | Azahar Kazmi |

ELECTIVE - I
HOURS ALLOTTED: 60 MAXIMUM MARKS: 100
(ANY ONE OF THE FOLLOWING ELECTIVE SUBJECTS)

S.No	Subject Code	Subject
01	E-01	Human Resource (M&D)
02	E-02	Customer Relation Management
03	E-03/1	Foreign Language (French)
04	E-03/2	Foreign Language (German)
05	E-04	Airline Catering
06	E-05	Resort, Club & Time Share Management
07	E-06	Retail Management

TOURISM MARKETING (TS-06)
HOURS ALLOTTED: 30

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 Accommodations
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

BHM391 - RESEARCH PROJECT
HOURS ALLOTTED: 15

In semester V, students will work closely with their supervisor and develop mutually working relationship to initiate the research which would involve preparing an outline and preliminary collection. Based on their learning during semester III and IV, the supervisor will guide the student in identification of a topic, framing and planning the research project and the methodology to be adopted in collection of data, through interviews, telephones, mailers, etc. while the students on their part will expose themselves to research of the topic through meetings, interviews, internet search, library, etc. The research should be planned to minimise time wastage and a clear time scale should be put in place. The research should spell out the objectives, its findings, the methodology adopted, its conclusions and recommendations. The students and the supervisor will work together to prepare synopsis of the research.

One hour per week has been allotted for the purpose during semester V.

BHM392 - PRACTICUM – III SPECIALISED

By now student should have acquired expertise in the fundamental disciplines of their choice and should be able to apply this knowledge to a wide range of contexts. In practicum – III involving four weeks students learn about the foremost developments in theory and practice and then apply this knowledge to industry-specific systems and processes.

Students demonstrate skills required to lead in the global hospitality industry through a range of exercises, self learning opportunities and simulations. They must be able to work individually and in a team, professionally. Their transformation as housekeeping personnel must lead them to be responsible and ethical in delivery of guest services. Through knowledge in cleaning, maintenance and aesthetic sensitivity, a trainee must be able to create value for the guest. Similarly, a front office trainee should acquire good customer relations with strong interpersonal skills combined with technical knowhow.

As faculty and trainers, focus is placed on helping students to acquire self knowledge and self leadership in support of their continuing professional and personal development. Students learn to continuously gather and analyze information in order to meet and excel customer expectation. For maintaining and upkeep of a premises both internal and external a well organised approach, technical understanding and right attitude are required.

After conclusion of the three Practicum of 14 weeks, students will prepare a report and present it before a panel during Term End examinations of Semester VI.