

**Fourth year syllabus
Bachelor In Hospitality Management
Calicut University**

Proposed syllabus

**Fourth year of Four Year Degree in Hospitality Management
Teaching & Examination Scheme**

Course code	SUBJECTS	Hours / Week		Marks & duration					
		Theory	Pract	Theory		Duration	Pract.		Duration
BHM 34	Advanced food Production	2	4	80	20	3 hrs	80	20	4 hrs
BHM 35	Advanced food & Beverage	1	1	80	20	3 hrs	80	20	4 hrs
BHM 36	Front office Management	1	1	80	20	3 hrs	80	20	4 hrs
BHM 37	Accommodation Management	1	1	80	20	3 hrs	80	20	4 hrs
BHM 38	Sales & marketing	2	-	80	20	3 hrs			
BHM 39	Facilities management	2	-	40	10	2 hrs			
BHM 40	Environmental Management	2	-	40	10	2 hrs			
BHM 41	Travel & tourism Management	2	-	40	10	2 hrs			
BHM 42	Financial Management II	1	-	40	10	2 hrs			
BHM 43	Business Entrepreneurship	2	-	40	10	2 hrs			
BHM 44	Event Management	2	-	40	10	2 hrs			
BHM 45	Research	-	-	80	20				
TOTAL		18	7	720	180		320	80	
Total marks of university Theory & Practicals				1040					
In course 20%				260					
Total Maximum Marks				1300					

ADVANCED FOOD PRODUCTION

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BHM 34: ADVANCED FOOD PRODUCTION

THEORY

Kitchen Management – Layout & Design

Areas of the kitchen recommended dimension with

- Factors to affect kitchen design
- Principles of kitchen layout & design
- Placement of equipment
- Flow of Work
- Allocation
- Kitchen Equipment (Manufactures & Selection)
- Planning requirements of a Kitchen
- Budgeting for Kitchen Equipment
- Fuels & anticipating requirements

Kitchen Management & Kitchen Stewarding

- Importance of Kitchen Stewarding
- Organization of the Kitchen Stewarding Department
- Equipment found In kitchen Stewarding department
- Hierarchy & staffing in kitchen Stewarding department
- Work flow in kitchen Stewarding
- Garbage disposal

Stores Management

- Stores layout & planning
- Standard Purchasing
- Purchase Specification'
- Dealing with suppliers
- Storage Systems
- Inventories
- Records & Documentation
- Computerized Material systems

Production Management

1. Kitchen Organization

Allocation of Work - Job Description/ Duty Rosters

Production Planning Production Scheduling

Production Planning Production

Production Quality & Quantity Control

Forecasting Budgeting

Product & Research Development

Testing new equipments recipes

Developing new recipes

Food Trials

Organoleptic & Senory Evaluation

PRACTICALS IN SPECIALISATION

FOOD AND BEVERAGE PRODUCTION

Objective: To be skilled in one particular cuisine and to be confident in all aspects of the cuisine from menu planning to preparation of dishes.

Regional aspects

Characteristics

Ingredients used

Courses of the menu

Methods of cooking

Meal Plan

Recipes

Menus

Presentation

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Working knowledge of butchery

Areas to be included – Regional aspects

Western / Continental – French, Italian, Spanish, German, American, Mexican,

Indian Moghlai, Tandoori, Dum Pukht, Handi, Balti, Chettinad, Andhra, Malabar Goan, Coorg,

Bakery / Confectionery / Pastry

Larder Garde Manger, Charcuterie

Chinese / Thai Cantonese, mandarin, Shanghai, Schzewan, Yunnan / Thai

Characteristics – Points that makes the cuisine exclusive and different from others

Ingredients used according to classification of commodities

Dairy products, cereals and pulses, vegetables and fruit, meat, fish and seafood, poultry, Fats and oils, nuts and oilseeds, essences and flavors, leavening agents, spices and condiments, herbs, any special ingredients, sweetening agents, seasonings.

Courses of the Menu (to be used wherever applicable in all of the above cuisines)

Hors d'oeuvres **Sorbet**

Potage **Roti**

Oeufs **Legume**

Farinaceous **Entremets**

Poisson **Savoureux**

Entrée **Dessert**

Releve **Café**

Methods of cooking – the different methods those are particular to a cuisine, the difference with regard to other cuisines. For e.g. stir frying in Chinese

Meal Plans – Breakfast, mid morning meals, lunch, afternoon meals, evening meals, supper dinner

Menus – a set of menus for each cuisine.

Recipes- according to the menus planned

Presentation – Garnishing, accompaniment and table setting

Butchery and veg prep – cuts of meat and cuts of vegetables

Books for reference

Modern cookery for the teaching and the trade – Volume I & II

Cooking with Indian Masters – Prasad

Theory of Catering – Kinton and Cesarani

Practical cookery – Kinton and cesarani

The complete Indian cookbook – Mridula Baljekar

Theory of cooking – Krishna Arora

Basic Cookery – Martland and Welsby

An approach to professional cookery - Henry F Wood

Practicals – based on the area selected by the student

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Planning menu

- Plan the menu; collect recipes from books, chefs or relatives
- Indenting
- Procuring the raw material and any special equipment
- Mien place
- Pre-preparation of vegetables, butchery work, basic preparations
- Cooking
- Methods of cooking, step-by-step tasks
- Presentation
- Dishing out, garnishing and holding of food
- Organoleptic Evaluation – Colors, Flavor, Texture & Taste
- Rectification techniques
- Innovation
- Create one dish for each meal

ADVANCED FOOD & BEVERAGE SERVICE

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BHM 35: ADVANCED FOOD AND BEVERAGE SERVICE

Introduction To Food And Beverage Management

- Structure, Scope and future of the catering industry – an overview
- Characteristics, classification, importance, size, the consumer, eating out habits, leisure time, employment
- Changing trends in the modern food and beverage department conclusion

Factors and Strategies Considered and Used

- Case Studies
- With reference to the F & B Production Department
- Theoretical facts and practical decision-making
- The team, the circumstances (Change) qualities of good decision, a model decision making case study
- Reviewing corporate food and beverage operations
- Sales volume and mix analysis, profit margins,
- Food and Beverage branding strategies
- Expanding and diversifying- Franchising, acquisition and contract management

Planning and Design

- Location
- Market feasibility
- Definition, reasons, types, stages, advantages of feasibility study
- Design and layout
- The planning process, the team stages involved, functions of design
- And layout General principles layout of production and service areas
- Relationship between design and productivity relationship between
- Production and service, constraints affecting the planning process.

F & B Human Resource Development

- Recruitment / selection
- Training and development
- Compensation/benefits
- Working conditions
- Managing kitchen staff
- Managing service staff

Managing Food & Beverage Operations

- Quality management in food and beverage operations
- Operations research
- Forecasting, Menu analysis, profitability, productivity improvement
- Marketing and merchandising techniques
- Advertising and promotion
- Advanced Menu Planning
- For major events, for food festivals, special diets
- Catering systems
- Special guest catering
- Heads of state, hi-profile individuals
- Managing large scale events
- Food and Beverage purchasing and receiving
- Functions, ordering requisitions, receiving
- Managing restaurants
- Managing bars
- Managing Kitchens
- Managing stores

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Food & Beverage Control Operations

- Planning and budgeting
- Food cost control and portion control
- Beverage cost control
- Food & Beverage cost calculation and evaluation
- Determining standards
- Inventory control
- Purchasing and receiving control
- Stores control
- Bar control
- Management information systems
- Monitoring customer satisfaction (use of computers in cost control)

Recommended Reference Books

F & B Management - Davis and Stones
F & B Cost control Richard Kotas
Catering management - Sethi and Malhan – Wiley and Eastern
Management of Food Service Operations – Jones and Mericks – Cassel
F & B Management cousins, Foskett & Short Orient Longman
Principles of Food Beverage and Labour cost control ditemer and Griffin
How to manage a successful bar Christopher Egerton Thomas John wiley
Design of enclosed spece-piera Scuri – Champan and Hall
The steward peter dias – Orient Longman
Professional Food and Beverage Service Management Brian Verghese Macmillan India
Master Dictionary of Food and wine Joyee Rubash VNR

**PRACTICALS IN SPECIALISATION-
FOOD & BEVERAGE SERVICE**

OBJECTIVES: to ascertain the supervisory skills and management abilities of the student.

TASK: The student is required to prepare himself the practical operational aspects of all five outlets in the food and beverage service dept. namely the coffee shop, specialty restaurant, bar, roof, service and banquets.

He is to prepare a practical menu as found in the industry for all the outlets Design , Contents with relevant sections, Pricing, Tax structure

During the practical examination he will be assigned one of the prepared menus and required to set up

- Covers in the case of restaurant or coffee shop
- Bar counter set up
- Set up a trolley, tray, f & b amenities in room service
- Banquet set up for assigned function with FP .
- Buffet set up
- Gueridon trolley work- all courses

He is also required to do

- The staffing
- Du chart
- Formats
- Other operational activities like briefing, shift handover etc.
- Complaint handling of guest and staff
- Kitchen stewarding requisition
- Material store requisition
- Food store requisition
- Outlet sales report

He will be assigned a team as the situation demands to conduct operations for a particular outlet in the Food & Beverage Service Dept.

FRONT OFFICE MANAGEMENT

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BHM 36: FRONT OFFICE MANAGEMENT

The Night Audit

- Functions of night audit
- The roll of night audit
- A trial balance of receivables

The audit procedure

- Posting the room charge
- Distributing the charge
- Providing the charge
- The audit procedure -credits
- Other works of auditors
- Automatic system update
- Check out and settlements

Departure procedure

Method of settlements

- Cash payment
- Credit payment
- Direct billing transfer

Combined settlement methods

- Late Checkout
- Checkout options
- Express Video checkout and self-check out
- Unpaid account
- Balance Collection of accounts
- Accounts aging

Front office records

- Guest histories
- Marketing follow through
- Role Play
- A day as front office Manager
- A day as a deputy manager

Total Quality Management

- Management dimension in TQM
- Results & Trends in TQM,
- Reengineering,
- Bench marketing,
- Empowerment.

Yield Management

- The Concept of Yield Management
- Hospitality Industry' Application
- Capacity Management
- Discount Allocation
- Duration Control
- Measuring Yield
- Using Yield Management
- Potential High and Low Demand Tactics
- Yield Management Computer Software System

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Human Resource Management

- Assessing Personnel Needs
- Forecasting Needs
- Determining Desirable
- Employee Qualities
- Communicating Personnel Needs to Human Resource Department
- Recruitment Methods
- Internal Resources
- Promotions
- Transfers
- Referrals

Foreign exchange. Passport. Visa

- Foreign Currency
- Passport
- Passport and other valid documents
- Visa
- Tourist Visa
- Collective Visa
- Other Types of Visa
- Landing Permits

Reference Books

Front Office Management in hotels by B.K. Chakraborty
Front Office Operations by Colin Dix & Chris Baird
Hotel Front Office Management by James Bardi

ACCOMMODATION MANAGEMENT

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BHM 37: ACCOMMODATION MANAGEMENT

Human Resource Management for Accommodations

- Concept of recruitment selection and training
- Sources of recruitment
- Selection methods
- Training methods/on the job and off the job
- Performance appraisals techniques
- Employee separation
- Employee council ling
- Principles of human relations

Interpersonal Skills and Handling Conflicts

- Transactional analysis
- Ego states
- Life Positions
- Conflict handling techniques

Communication in Accommodations Management

- Meaning and definition
- Channels of communication
- Overcoming barriers
- Effective communications

Planning Trends in Housekeeping

- Planning guest rooms
- Bathrooms
- Suites
- Lounges
- Planning for the provision of leisure facilities for the guest.

Energy Conservation Methods & Eco Friendly concepts in Housekeeping

Reference Books

Professional Housekeeper by Madeline Schneider & Georgina Tucker
Commercial Housekeeper and maintenance by Iris Jones and Cynthia Philips
Hotel, Hostel and Hospital housekeeping by Joan C Bransoin and Margaret Lennox
Human resource management by Dr. Aswathappa

SALES & MARKETING

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BHM 38: SALES & MARKETING

Introduction

- Hospitality industry - A Profile
- Size Uniqueness - complimentary role of Hospitality
- Industry with other Industries
- Major participants - Organized sector
- Key factors of success
- Contribution to Indian economy
- Growth potential

Marketing

- Basic concepts - Needs, Wants, Demand, Exchange
- Transaction, value and satisfaction in Hospitality Industry
- Marketing Process - Marketing Philosophies
- Related application of concept in Hotel Service Industry

Marketing Information System

- Concepts and Components
- Internal Record System - (Result Area)
- Marketing Intelligence System - (Happening Area)
- Marketing Research System:
- Scope in Hospitality Business
- Process and Characteristics
- Managerial use of M.I.S. with special reference to Rooms, Restaurants, Banquets & Facilities

Marketing Environment

- As basis for Needs and Trend Analysis and Marketing effectiveness
- SWOT Analysis for Hospitality Industry of Micro and Macro Environment

Product

- Defining the Hospitality Product
- Difference between Goods and Services Product
- Levels of product - Generic, Expected, Augmented,
- Potential
- Tangible and Intangible Products
- Products mix in Hospitality Business

Branding

- Basic concepts, Brand Equity - Branding of Hotels

Pricing of Hospitality

- Concept and Methodology

Integrated Marketing Communication

- S.M.M.R, Model.
- Steps in developing effective communication plan
- Communication mix
- Direct Marketing - Tele Marketing - Advertising
- Sales promotion, P.R. and Publicity

Personal Selling

- Principles and Practices in Hospitality selling
- Selling process - AIDA MODEL - ORAM
- Guest as a sales force

Marketing Arithmetic

- Ratios
- Planning AID Sales

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Marketing Planning Process

- Understanding the marketing process
 - Market concept
 - Company – business capabilities
 - Marketing environment
 - Guest wants
 - Marketing mix
- Steps in detail
- Assignment
 - Preparing a marketing plan for a specialty restaurant
 - Marketing plan for a 3 star 100 room resort
 - Marketing plan to market yourself
- **Consumer Behaviour**
 - Guest satisfaction - Reality of Hospitality Business
 - Factorial Analysis of Consumer Behaviour
 - Decision Making Process
 - Strategic consideration of consumer behaviour in Hospitality Business
 - Need and Importance of In-House Marketing
 - Mr. Singh threatens legal action against a Luxury Hole!
- **Market Segmentation**
 - Segmenting the Customer - general consideration
 - Socio-Economic Groups
- **Women**
 - Short Break Makers
 - Active Leisure
 - Eating Habits
 - Corporate Sector
- **Strategic Planning**
 - Mission Statement of Hole! - Objectives - Tactics
 - Strategic Planning Process - Portfolio analysis
 - Defining the Business - Differentiation
 - Strategic Consideration - Value Addition
 - Product Service-Quality-Image-Capability
 - Industrialisation of Service-Strategic aspects
 - Positioning the Product and Market
- **Hospitality Marketing Organisation**
 - Case Study
 - Seminar

A day in the life of a sales manager/sales executive

TQM Marketing In Hotels

- Integration of Marketing Function for
 - Total Quality Management

RATIONALE

Having been oriented to Marketing Fundamentals student should now be able to Integrate Marketing thought Process to various

AIMS

To emphasize importance of guest oriented Management. -> Defining Business in terms of guests pen

OBJECTIVE

By the end of academic session student should have learnt the core concepts of Marketing and relate and apply them to various Marketing activities in the hospitality Industry. They should be able to plan and think strategically the marketing functions. Note: The above hours are only a suggestion. Adjust to 70 hours of classroom teaching.

FACILITIES MANAGEMENT

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BHM 39. FACILITIES MANAGEMENT

Hotel Design

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.

Planning Considerations

Planning considerations- Flow process and flow diagrams, Space relationships, Architectural consideration, Difference between carpet area and plinth area, Approximate cost estimation, Class room exercises.

Star Classification

Star Classification of Hotels. - Criteria for star classification of hotels. Various licenses required for starting and running hotel and catering services.

Room Tariff

Room Tariff - Factors considered for determining room tariff, Method of computing room tariff.

Planning Management Areas

Planning of management areas like - General Manager's Office, Offices of all H.O.D's and other services related to same like meeting room, toilets etc.

Planning of F & B Service of Outlets

- 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, dinning area, pantry, dish washing, pick -up, Bar, Room Service Area, Service Bar.
- Factors to be considered while planning décor.

Planning of Staff Facilities Area

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

Planning Material Management

Planning of material management, area-receiving, stores, bar stores, cellar, beverage store, cold room, banquet utility area, furniture storage area, garbage disposal, gas bank, maintenance area, fire exit

Reference:

Systematic layout planning - Richard Muther Cahn's books, division of sahn's publishing company, Inc. 89 Franklin Street, Boston.U.S.A.
Food Service Planning: Layout & Equipment: Lendal H Kotschevar, Margaut E Terrell
Management Operations & Research: N Satyanarayana Lalitha Raman – Himalaya Publishing House

ENVIRONMENTAL MANAGEMENT

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BHM 40: ENVIRONMENTAL MANAGEMENT

Introduction

Ecology

- Ecological Balance, relationship between human and nature, industrial ecology
- International efforts for environmental protection -
 - U.N. Conference on human environment - 1972
 - Environmental education conference
 - Earth Summit - 1992
 - UNDP support of environment protection for India

India's effort for environmental protection and public policy

Introduction, constitutional provision, environment protection enactments, specific directions towards sustainable development and environment, project tiger.

Environmental Problems

Introduction, Global warming, effects of global warming, ozone depletion, how to combat global warming, India's faces through negotiations on CFC

Air & Water Pollution; Water Resource

Introduction, India's efforts of controlling air pollution, sources of air pollution, effects of air pollution on human beings, penalties, noise pollution- sources, control of noise pollution, water pollution, sources of water pollution, penalties.

Environment Management

Introduction, terminology, environmental audit, eco management and audit scheme (EMAS), Environmental standards - ISO 14000, ISO 14001, Environmental Policy, Actual conduct of audit for certification, EMS in India, Environment clearance requirements for establishing Industries in India.

Waste Management

Introduction, types of wastes, integrated system for waste management, waste reuse and recycling, management of hazardous waste, waste treatment and disposal.

Forest Management

Introduction, afforestation, deforestation, degradation of forest

Environmental Ethics

Introduction, concept of ethics, evolutionary process

TRAVEL & TOURISM MANAGEMENT

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BHM 41: TRAVEL & TOURISM MANAGEMENT

Tourism Phenomenon

Understanding evolution and development

Geography and Tourism

- India's Bio diversity, Landscape, environment and ecology
- Seasons and destinations

Transport systems

- Air Transport
- Railways
- Road
- Sea and waterways

Travel Agencies

- History
- Role and functions of Travel agencies

Tourism Organizations and Associations

- Role and functions of World Tourism Organization
- ASTA, UFTAA, PATA, IATA etc

Heritage of India

- Indian Philosophy, Religion and its relevance
- Cultural diversity and factors affecting culture
- Literary Heritage
- Tradition in Paintings and music
- Performance arts: Traditional and modern stage
- Festivals of India and their significance

TOURISM INDUSTRY:

- Accommodation : Hotels, Motels, Resorts, Supplementary accommodation
- Types of tourist resources of sports, cultural, historical, nature based, sports and adventure tourism.
- India's historical monuments
- A glimpse of Indian architectural history
- Main centers of Tourist interest in India

Types of Tours

- Importance of tours operations
- Major National and International tour operators
- Importance and role of tourist guides

Travel formalities and Regulations:

- Passports: Functions, Types, Issuing authority, Procedure for obtaining passport etc.
- Visas: Functions, Types, Issuing authority procedure for obtaining visa etc.

Foreign Exchange:

- Countries and currencies, procedure for obtaining foreign exchange, foreign exchange counters etc.
- Customs formalities, immigration etc.

Reference Books:

Hotels for Tourism development : Dr. Jagmohan Negi
Profiles of Indian Tourism – Shalini Singh
Tourism Today – Ratandeep Singh
Introduction to Tourism” Seth
Tourism Present and Future : Bakhart
Tourism Principles and Policies: A.K Bhatia
Travel agents and Tourism : Merrisen Jame W
Tourism & Cultural Heritage of India – Acharya Rom
Culture and Art of India : Mukherjee. A

FINANCIAL MANAGEMENT II

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BHM 42: FINANCIAL MANAGEMENT - II

Working Capital Management

- Meaning of working capital
- Concepts of working capital
- Classification of working capital
- Needs & objects of working capital
- Management of working capital
- Principles of working capital
- Financing of working capital

Responsibility Accounting

- Introduction
- Meaning & Definition
- Fundamental aspects
- Steps Involved in Responsibility Accounting
- Responsibility centres

Project Management

- Introduction
- Steps involved in project Management
- Project planning
- Appraisal & Implementation of projects
- Network Techniques (PERT & CPM)
- Process of Network analysis
- Problems

Marginal Costing & Break –Even Analysis

- Introduction
- Definition & characteristics
- Marginal cost Equation
- Profit volume Analysis
- Cost volume profit Analysis
- Break even point and break even analysis
- Margin of safety
- Managerial approached to Marginal costing
- Advantages & disadvantages
- Problems
- Cost & Management Audit

Introduction to cost Audit

- Meaning and definition
- Objectives of cost Audit
- Cost of Audit report
- Introduction, definition, objectives & Scope of Management audit
- Conducting Management Audit.

Inventory Management

- Need to hold inventories
- No objectives of inventory Management
- Types of Inventory Management in hotels
- Inventory management techniques
- Inventory control methods for restaurant, bar,

Internal control & Tools for Internal Control for Hotels

- Principles of Internal control
- Preventive and Defective controls
- The Internal control checklist
- The flow chart
- Statistical sampling
- Summary of internal control tools

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Labour Cost Analysis

- Factors influencing labour cost
- Productivity scheduling
- Assignment of tasks
- Overtime, training, motivation & Interactive

Hotel capital & operating statistical information

- Methods of accessing hotels projects (Playback, NPV, IRR, Payback)
- Hotel occupancy ratios(Percentage of occupancy, Rom sales potential)
- Average room rate, average daily rate per guest
- Room occupancy/guest occupancy
- Restaurant occupancy, seat turnover ratio
- Sleeper occupancy guest occupancy ratio

Feasibility studies

- Feasibility study format
- Font matter, General Market characteristic site Evaluation
- Supply and demand analysis
- Project cash flow
- Evaluation of projection
- Feasibility of expanding exiting operations.

BUSINESS ENTREPRENEURSHIP

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BHM 43: BUSINESS ENTREPRENEURSHIP

Entrepreneurship

Definition and framework, classification of entrepreneurs, nature and importance of entrepreneurs, entrepreneurial culture and environment, growth and development of entrepreneurs

Emergence of entrepreneurship in Indian industry and business, Importance of entrepreneurial development, entrepreneurial motivation, leadership, decision making, risk taking, business planning and time management, self-image, stress and its management perceptions, attitudes, sensitivity training, conflict management.

Government policies and measures towards promotion of entrepreneurship, governmental and non-governmental agencies extending training and other infrastructural facilities to small entrepreneurs-women entrepreneurs-Ares open for women entrepreneurs.

Institutional finance to entrepreneurs, marketing and other managerial assistance to entrepreneurs. Role of SISI and DIC (District Industries Centers) in promotion of entrepreneurship-industrial estates

Project management, starting a new venture, project identification, project formulation, project report, project appraisal, institutional assistances, logical, financial and marketing, role of KSSIDC, KSSOC, KSFC, IFCI, ICICI , SIDBI, ancillary units, location of industries in backward areas and tax concessions.

Setting up small scale unit:

- Formalities to be fulfilled.

Recommended Books

Udai Pareek and T.V.Rao: Development Entrepreneurship. Sanjiv Printers, Ahmedabad
S.V.S.Sarma, etal: Developing Entrepreneurship – Issues and problems, small industry Extension Training inst. Hyderabad.
S.B.Srivastava: A Practical guide to Industrial Entrepreneurs, Sultan Chand and sons, New Delhi.
Government of India Report of the committee on development of small and medium Entrepreneurs, 1975
Bhanussali: Entrepreneurship development, Himalaya Pub House Mumbai
Vasanth Desai: management of small scale Industry, Himalaya Pub; House, Bombay.
Vasanth Desai: Problems and Prospects of small scale Industry, Himalaya Pub. House Bombay

EVENT MANAGEMENT

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BHM 44: EVENT MANAGEMENT

This Syllabus is specially designed to shape the individual into a successful Event Management. This is a comprehensive programme, which encompasses various aspects of Event Management. It covers the fundamentals in Management / Event Management, and also provides detail study in different areas of Event Management.

Introduction to Management

Principles of Management, Functions of Management, Forms of Organization, Strategic Planning Process, Control and Control Measurement, Case Studies, Projects

Introduction to Marketing

Basic Principles of Marketing, Marketing Process, Integrated Marketing Communications, Brand Building and Brand Management, Principles and Methodology of Market Research, Case Studies, Projects

Event Planning & Management

Introduction to events, Various types of events, Concept Development, Event Planning Process, Scheduling of Events, Planning various types of Events, Case Studies and Projects

Human Resource Management

Human Resources in Event Management, Leadership and Goal Setting, Team Building, Motivation and Morale Studies

Personality Development

Effective Speaking, Teamwork Development, Body Language, Presentation Skills, Interviews Techniques, Grooming

Creative Thinking

Case Studies, Development of Themes and Projects

Event Marketing and Event Promotions

Event Marketing Strategies, Brand Building and Brand Management, Client Servicing, Sponsorships, Advertising for Events and Building Strategies, Sales Promotions, Decision Making Studies, Case Studies, Projects

Event Finance

Principles of Accounting, Books of Accounts, Project Accounting and Project Finance, Budgeting and Budgetary Control, Cost Accounting and Cost Control, Break Even Analysis, Problems and Projects

Laws Relating to Events

Permissions and Various Authorities, The Indian Contract Act, The Bombay Shops and Establishment Act, Applicability of Various Labour Laws, Applicability of The Income Tax Act, Applicability of The Service Tax Act, Problems and Case Studies

Event Production and Stage Management

Venue Selection and Management, Show Production and Stage Management, Audio Visuals, Lights and Sound Management, Back Stage Management, Security Management and risk Management, Pre and Post Event Logistics, Celebrity / Artiste Management and coordination, Supplier Management and Cost Negotiations, Catering and Hospitality Management, Project Control and Management Information Systems

Celebrity and Sports Management

Reference Books For The Facility Management

Hotels and Resorts – Planning, Design and Refurbishment by Fred Lawson – Architectural Press
Environmental Management for Hotels – Industry guide to best practice – Butterworth & Heinemann
(International Hotels Environmental Initiative)

RESEARCH

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BHM 45: RESEARCH

The student will be required to undertake a research on any topic related to hospitality

Formulating

The length of the report may be 150 double spaced pages (excused appendices and annexure) 10% variation on either side is permitted.

Guidelines

List of contents of the research

Chapter I - Introduction

Chapter II Scope, Objective, Methodology, and limitation of the research

Chapter III data analysis

Chapter IV results and discussion

Chapter V recommendation

Chapter VI annexure, exhibits, and bibliography

Submission of the report

Three copies of the report have to be submitted before the due date as specified by the college. The original copies should be submitted to the university through the college concerned. The College copy is to be retained by the college and the personal copy should be duly signed by the faculty guide and Principal or HOD of the BHM Department. The student should carry the personal copy to the Viva Voce

The Student should also carry the following:

- Duly signed personal copy of the project
- Examination Hall ticket
- College Identity card
- Dress code should be formal