

RAJASTHAN TECHNICAL UNIVERSITY



SYLLABUS

FOR PROFESSIONAL AND OPEN ELECTIVES

**HOTEL MANAGEMENT AND CATERING
TECHNOLOGY
BHMCT (SEMESTER SCHEME)**

**FACULTY OF MANAGEMENT STUDIES
RAJASTHAN TECHNICAL UNIVERSITY, KOTA**

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY (BHMCT)

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2	CLUB/RESORT MANAGEMENT	CONVERSATIONAL GERMAN
3	TRADE SHOW MANAGEMENT	CONVERSATIONAL SPANISH
4	QSR/FAST FOOD CHAIN MANAGEMENT	BUSINESS STATISTICS
5	TIME SHARE/CONDOMINIUM MANAGEMENT	GENERAL PSYCHOLOGY
6	INDIAN CLASSICAL CUISINE	INTRODUCTION TO SOCIOLO
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PROFESSIONAL ELECTIVES (GROUP 1)

CONFERENCE/CONVENTION MANAGEMENT

Course/Paper: PEI-C/CM
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities. Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development. Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language. Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

CLUB/RESORT MANAGEMENT

Course/Paper: PEI-C/RM
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Introduction- The History and Characteristics of Resorts, the Resort Concept, the Development of Gaming, Resorts in the 21st Century – a comparison Resort Planning and Development-Investment Consideration, The Role of Planning and Management, Planning, Facilities, Grounds Maintenance, Planning and the Leisure concept, Food and Beverage planning, Recreational Activities-Golf, Tennis, Snow sports, Water sports, Spa and Health Club Facilities, Recreational Infrastructure and Nature, Theme Resorts. Managing the Resort- Personnel organization and Human Relations, Wage and Salary Administration, Employee Productivity, Labor force (hiring, retention, and turnover), Policy in Gaming, Resort Operation, and Human Relations Customer Service-Guest Relations, Guest Activities and Services, Housekeeping, The Reservations Department, The Host Concept. Security and Safety-Rules and protection in Casino management planning, Guest Safety, Surveillance, Human Resource Training, Interpreting the behavior of gamblers, Social aspects of Casino development (neighborhood crime, organized corruption, political corruption) Marketing the Resort Experience- Comps and Credit, Resort Marketing and Sales Promotion, Market Segmentation and potential guest markets, Advertising, Promotion, and Publicity, The Casino concept in relation to other Resort services. The Economic, Environmental, and Social Impact of Resort Development and Gaming- Planning for community cohesiveness, Historical challenges and problems of resort development, Determining the Economic Impact of the Resort and Gaming Industry, Social and Cultural Aspects of Gaming Future Trends in Resort Development, Management, and Planning.

TRADE SHOW MANAGEMENT

Course/Paper: PEI-TSM
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Introduction of Basic Planning of Objectives, Budget, Program Development and Human Resources: The role objectives play in successful meetings; identify goals and objectives of meetings. Cost control strategies and a registration fee structure; identification of costs and budgetary philosophies. Distinguish between different types of sessions; understanding delegate demographics, incorporate themes into program

elements. Forecasting and managing human resource needs.

Understanding Site Selection, Negotiations, Speakers, Logistics, and Registration: Determine factors influencing meeting destination decisions and negotiation process with suppliers. Understanding of how to contact, evaluate and contract speakers; develop a registration package and policies; plan meeting logistics.

Understanding Responsibilities of Trade Shows, Risk Management, Sponsorship, and VIPs: Explain the profit, partnering and stakeholder value of holding a trade show; evaluate the risk and plan appropriate responses and responsibilities, determine sponsorship/fundraising objectives and packages; and develop guidelines for meeting VIP needs.

Understanding the roles of Marketing and Media, Technology, International Meetings, and Post Event Activities: Understand the applicability of marketing principles and strategies, select appropriate technology for all elements of an event, understand the characteristics of an international meeting and contracts; prepare a post conference report.

QSR/FAST FOOD CHAIN MANAGEMENT

**Course/Paper: PEI-QSR/FFCM
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Restaurants: Types full service, specialty, quick service /fast foods, family, Ethnic, casual dining, theme, celebrity. Trends in restaurant development. Menu planning, advertising and merchandising. Human resource planning for food and beverage service areas. Bars: Bar setup, inventory control, Laws relating to Beverages. Restaurant and hotel bars, night clubs. Food beverage management for casual dining restaurants .Food and beverage management for ethnic, celebrity, specialty, fast foods and other type of Restaurants.

TIME SHARE/CONDOMINIUM MANAGEMENT

**Course/Paper: PEI-TS/CM
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Time Share- definition, concept of ownership, main features of time share, allotment of rooms, time share management , slot sailing, international time share property, club and dining, management of recreation facilities.

Condominium- definition, concept of condo hotels, main features of condo hotels, facility occupancy roles, password protection, maintenance, agreement and other facilities

INDIAN CLASSICAL CUISINE

**Course/Paper: PEI-ICC
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Introduction of classical and traditional Indian cooking Popular Regional Indian classical Cuisine (Awdhi, Goan, Punjabi, Bengali, South Indian- and Tandoori, Dum Pukht Cooking)

BUTTER SCULPTURE & ICE- CARVING

Course/Paper: PEI-BS&IC
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Butter and margarine sculpture methods, carving, and carving used utensils, temperature control measures. Ice carving equipments, use of different carving knives, carving design and sketch work, new technology used in carving including zero temperature room workshop balloon ice carving,

SUGAR CRAFT & ICING DECORATIONS

Course/Paper: PEI-SC&ID
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Fondant sugar craft, gum sugar paste, Meringues, marzipan, fuzzi, royal, Icings and chocolate icing. Various temperature control measures, use of sugar thermometer, boiled and pulled sugar work,

FOOD PHOTOGRAPHY

Course/Paper: PEI-FP
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Back ground lighting system, studio lighting, zoom camera, umbrella lighting, and colour contrast, Food presentation with appropriate lighting arrangement. Use of latest technology for food photography

FOOD JOURNALISM

Course/Paper: PEI-FJ
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Principal of journalism, Coverage of food festival, Vegetables and fruits cultivation coverage, Weekly recipes coverage and chef interviews. Coverage of Organic food farming, food styling, food innovations, and fusion food festivals.

OPEN ELECTIVES

CONVERSATIONAL FRENCH

Course/Paper: OE-CF
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Basic Elements of Grammar: French Alphabets, Accents, Vowels, Phonetic Symbols, liaison and Nasal Sounds. Conjugation of Regular and Irregular Verbs: Both Present Tense and Past Tense. Use of Definite and indefinite articles, Singular and Plural Nouns, Verbs, Personal Pronouns, Possessive Adjectives and Regular and Irregular Adjectives. Imperative Sentences. Translation from French into English. Questions on text to be answered in French and English.

Grammar: Conjugation of Regular and Irregular Verbs (Future Tense)- avoir, etre, faire,lire,donner, voir, prendre,

partier, entendre, aller etc. Adverbs, Passe Simple, Imparfait, Future Proche. Change of Sentences from active voice to passive voice, Comparison of Adjectives, Conditional Tenses. Written Comprehension. Translation of French into English and English to French. Passage Explanation. Direct – Indirect narration.

CONVERSATIONAL GERMAN

Course/Paper: OE-CG
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Basic Elements of Grammar: Pronunciation Guidelines, Alphabets, Articles. Common Phrases, Possessive Pronouns. Numbers, Time, Writing Dates, Days, and Months & Seasons. Translation from German into English. Question on text to be answered in German. Question on German. Essay Writings, Passage Translation, Story Writing, Passage Explanation.

Grammar: Change of Sentences from Active Voice into Passive Voice, Direct – Indirect Narration, Comparison of Adjectives.

CONVERSATIONAL SPANISH

Course/Paper: OE-CS
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Basic Elements of Grammar: Pronunciation Guidelines, Alphabets, Articles. Common Phrases, Possessive Pronouns. Numbers, Time, Writing Dates, Days, Months & seasons. Subject Pronouns, Conjugation of "To Be". Descriptive Adjectives, Placement of adjectives. Common Occupations, Formation of Adverbs. Prepositions, Conjunctions, Countries & Nationalities. Demonstrative Pronouns & Adjectives. Present Tense, Future Tense and Past Tense of Regular Verbs. Making sentences negative and interrogative. Translation from Spanish into English. Questions on text to be answered in Spanish and English.

BUSINESS STATISTICS

Course/Paper: OE-BS
BHMCT Semester-VII

Max. Marks: 80
Time : 3L+1T

Population and Sample: Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling – SRSWR, SRSWOR, Stratified and Systematic. (Description of sampling procedures only) Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution, cumulative frequency distributions. Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar.

Measures of Central Tendency: Criteria for good measures of central tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.

Measures of Dispersion: Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.

Correlation and Regression (for ungrouped data) : Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.

GENERAL PSYCHOLOGY

**Course/Paper: OE-GP
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Nature and scope of psychology its relation to ethics & political science, stimulus- response mechanism, branches of psychology, Uses of psychology. Motives- Organic, Social & unconscious motives, conflict of motives, frustration, adjustment and maladjustment. Attention: Definition & Characteristics, subjective and objective factors of attention, kinds of attention. Learning: Methods of learning, Trial & error, conditional response & insight. Dream - Nature of dream, Freud's theory of dream.

INTRODUCTION TO SOCIOLOGY

**Course/Paper: OE-ITS
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Introduction: Sociology - definition, aims and scope; Relation with other social sciences- history, anthropology and psychology; Important theoretical approaches- evolutionism, functionalism, conflict theory, interactionist theory.

Contributions of Eminent Sociologists: Saint Simon, August Comte, Emile Durkheim, Herbert Spencer, Karl Marx, Max Weber, Talcott Parson, Pareto,

Basic Concepts: Society, Community, Association, Social groups, Status and role

Research Methods: Types of methodology – comparative, descriptive, diagnostic, exploratory, experimental; Research methods – documentary, empirical and survey method; Tools of data collection- observation, interview, questionnaire and schedule, genealogy, case study, sampling; Stages of data collection- conceptualizing problem, laying down hypothesis, defining the variables, choosing the tools of data collection, phase of data collection, data analysis

GLOBAL MARKET

**Course/Paper: OE-GM
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Introduction of international business, globalization & international business environment, WTO Important provision & agreements, international trade & WTO, WTO, GATT & telecom sectors, India's trade policy Past; present & future, foreign direct investment & international economic environment, Exchange rate, risk management & FEMA, regional trading blocks, organizational design & structure of International Corporation.

MICRO ECONOMICS

**Course/Paper: OE-ME
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Introduction to Economics: Definition, methodology and scope of economics; Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run; Basic concepts and precepts – economic problems, economic rationality, optimality; Economic organization – market, command and mixed economy; Relation between economics and law- economic offences and economic legislation.

Demand and Supply : Theories of demand- demand function, law of demand; Concept of utility and utility theory-utility approach, indifference curve approach; Law of supply, supply function; Price determination; shift of demand and supply; Elasticity of demand and supply; consumer surplus; Applications of demand and supply –tax floor and ceilings; applications of indifference curves- tax, labor and work.

Production Analysis, Costs and Market Structure : Concepts of Production- production isoquants, returns, returns to factor, returns to scale; Cost and revenue concepts; Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law.

Theory of Determination of Factor Prices, Rent, Interest, Wages and Profit: Labour supply and wage determination; Role of trade unions and collective bargaining in wage determination; minimum wage legislation; Exploitation of labour; the theory of rent, interest and profits.

WORLD HISTORY SINCE YEAR 1500

**Course/Paper: OE-WH
BHMCT Semester-VII**

**Max. Marks: 80
Time : 3L+1T**

Preparations for World Peace and the UNO: Scars of the World War; Conferences during the war - Atlantic Charter - Washington Conference -Potsdam conference - end of unity among allied powers - San Francisco; Conference and the foundation of UNO; Organs of UNO and their functioning - specialised agencies of UNO; Attempts at arms limitation - International Atomic Energy Agency –Disarmament Decade - Nuclear Non-Proliferation Treaty - SALT -Helsinki Conference (1975)- CTBT, Appraisal of the working of UNO.

Cold War: Origin, Containment of Communism - Truman Doctrine - Marshal Plan, Cominform, Division of Germany, Emergence of communist China, Military Pacts, Suez Crisis, Korean war, Vietnam war, Liberal Government in Cuba, Cuban missile crisis, Arab-Israeli Conflicts - Palestine Liberation Organization, Decline of USSR and the end of Cold War.

Decolonization and Neo Colonialism: Strengthening of National movements in Asian-African Countries, Freedom struggle in Malaya, Singapore, Indonesia and Myanmar, National movement in Africa - Egypt - Algeria - Ghana – Congo, Forces against the unity of African nations, South Africa - African National Congress - Struggles against Apartheid, Neo-colonialism - Oil wars - Multi National Companies - colonizing the intelligence - GATT, WTO – IMF, Globalization - Impact on Third World Countries

PROFESSIONAL ELECTIVES (GROUP 2)

STRATEGIC MANAGEMENT

Course/Paper: PEII- SM
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Strategy: Introduction, Different definition of Strategy, Basic Concept, Mission, Strategy Objectives.

Levels of Strategy: Introduction, Corporate level strategy, Nature & Characteristics of corporate level strategy, Functional & operational strategy.

Strategic Decision Making: Introduction, Mint berg analysis of strategic decision making, Strategic decision making in Hospitality.

Strategic Planning: Introduction, Evolution of strategic planning, Difference between strategic planning & long range planning, Strategic planning in Hospitality.

Strategic Management: Introduction, Process & models of strategic Management, Benefits of strategic management, Strategic Management Process, Strategic implementation, SWOT Analysis, GAP Analysis.

Strategy Formulation: Major strategic options, Stability and growth strategy, Retrenchment, Combination & merger / acquisition. Need & importance of strategic Management in Hospitality.

SERVICE MANAGEMENT

Course/Paper: PEII- SRM
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Service Management: Concept, nature and characteristics of service, classification of services, components of services, attitude towards services and service sector, role of services in economy.

Service Process: Introduction, classification of service operating system, policies and flow-charting, balancing supply and demand, challenges for service manager, process improvement.

Service Quality: Definition, dimension, scope, measurements, tools. Service quality improvement.

Service Facility Location: location considerations, classification of location, location techniques, site consideration.

Franchising: nature, benefits, issues for the franchiser.

Pricing the Services: Pricing, price terminology, cost of service, pricing strategy, price determination procedure, and price modification.

Promoting Services: Promotional objectives, selection criteria, guidelines for improving promotion of services. Sales promotion and sales promotion tools.

Marketing of Services: conceptual framework, service marketing basic issues, designing service strategy,

marketing of financial services.

QUANTITATIVE ANALYSIS/TECHNIQUES

Course/Paper: PEII-QAT
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Operation Research: Nature, Significance and purpose basic concepts and definitions; methodology of Operation Research; and control of the solution.

Matrices: Addition, subtraction, multiplication and inversion of matrix, solution of system of linear equations with the help of matrix.

Formulation of Linear Programming: Problems with Graphic Method, Trial and error and Simplex method, Duality Problems.

Transportation and Assignment Problems.Net Work Analysis [PERT & CPM]: Concepts, Drawing Network and numbering events, activity time and event time, project time, crashing the activities; project cost control.

APPLIED RESEARCH IN HOSPITALITY

Course/Paper: PEII-ARH
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Concept of Scientific Enquiry, Formulation of Research Problem. Hypothesis Building Characteristic and Testing. Review of Literature. Research Design, Exploratory, Descriptive and Experimental research Design. Qualitative Research Design. Data Collection Sources, Constructing a questionnaire. The Interview. Observation and Survey. Recording Information, Conducting Studies. Sampling Decisions, Probability and Sampling. Analysis to Data, - University, Bivariate and Multivariate Analysis. Using Software for analysis. Level of Significance- Parametric and Nonparametric Test. Attitude Measurement, Motivational Research, Focus Group; Scaling Techniques, Socio-Metric and Rating Scale, Scalograms, Internal Consistency Scales. Report Writing-Organizing, Presentation, Bibliography and References.

CONFLICT RESOLUTION MANAGEMENT

Course/Paper: PEII-CRM
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Introduction, The Nature of Conflict, Conflict Management Strategies, Working toward, Collaboration, Team Building, Power and Authority, Communication and Listening, Confrontation and Collaboration, Negotiations, Debate, Mediation, and Arbitration, Impact of culture and gender in areas of conflict

BUSINESS ETHICS

Course/Paper: PEII-BE
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Model of Management in the Indian Socio-Political Environment; Work Ethos, India Heritage in Production and Consumption; Indian Insight into TQM; Problems Relating stress in corporate. Management Indian Perspective; Teaching Ethics; Trans-cultural Human Values in Management Education; Relevance of values in management. Personal Growth and Lessons from Ancient Indian Educational Systems; Science and Human Values. Need for Values in Global Change, Indian Perspective; Values for Managers, Holistic Approach for Managers in Decision Making; Secular versus Spiritual Values in Management.

SALES MANAGEMENT IN HOSPITALITY

Course/Paper: PEII-SMIH
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.

Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

Developing the Sales Force for Customers and Consumer Products: Recruiting, Selection and Training of Sales force. Motivating the Sales Team: Motivation Programs - Sales Meetings, Sales Contests.

Sales Compensation: Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising, Evaluating Sales Force Performance and Controlling Sales activities (Sales Records and Reporting Systems), Improving Sales Productivity.

INTERNET MARKETING IN HOSPITALITY

Course/Paper: PEII-IMI
BHMCT Semester-VIII

Max. Marks: 80
Time : 3L+1T

A framework for Internet Marketing: Commercial beginnings of the Web – Internet Business models – marketing in a connected world – Internet as a marketing platform: opportunities and challenges – critical success factors for internet marketing – benefits of and barriers to Internet marketing – market opportunity analysis in the new economy – delivering customer value

Strategic Internet Marketing: Planning the internet strategy – Stages of Internet marketing – Segmenting the internet market, Niche marketing strategies, On-line positioning and competitive analysis – Internet marketing scenarios – pure-play, bricks-and-clicks, bricks-and-mortar

Internet Market Intelligence and User-Behavior: Internet demographics: On-line user behavior and characteristics – navigation behavior (click-o-graphics) – Market research on the internet, Web tracking audits and demand forecasting Trends in internet marketing – acquiring customers on the web – contextual marketing.

Internet Marketing Mix: Product development: influence of interactivity and individualization – new product development process – Brand building on the web – Designing on – line services – Customer interface design issues Pricing on the internet – the economics of pricing, pricing process, dynamic pricing and pricing strategies Internet as a distribution channel – disintermediation – the role of Internet intermediaries – Designing channel systems – Managing distribution channels: Creating and Managing Online Partnerships: Affiliate marketing Online advertising; models and types, On-line promotion: direct marketing, viral marketing, developing campaigns, eCRM

ENTREPRENEURSHIP DEVELOPMENT

**Course/Paper: PEII-ED
BHMCT Semester-VIII**

**Max. Marks: 80
Time : 3L+1T**

Entrepreneurship- Definition and structure, concept, theories. Classification and Types of Entrepreneurs. Entrepreneurial Traits, Qualities. Entrepreneurial Environment, Entrepreneurial Development Programme in India – History, Support, Objection Entrepreneurial Development and Training, Establishing Entrepreneurs System Search for Business Idea, Sources by ideas, Processing. Technical Assistance, Marketing Assistance. Sickness of units and remedial assistance.

INTERNET, INTRANET AND WEB-BASED APPLICATIONS IN HOSPITALITY

**Course/Paper: PEII-IIWBAH
BHMCT Semester-VIII**

**Max. Marks: 80
Time : 3L+1T**

Working of the Internet with TCP/IP: Origin of TCP/IP.,TCP/IP communication, architecture, Internet Architecture, Working of TCP/IP, TCP/IP Applications-FTP, Telnet, Trivial File Transfer Protocol, Simple Mail Transfer Protocol, Network File System.TCP/IP implementations.

Internet Concepts: WWW, Internet and E-Commerce, Linking to the Internet, Internet, Address, Internet Tools-Information Retrieval tools (ftp, Gopher), Communication Tools (Email, FTP, Telnet, Usenet), Multimedia Information Tools (Home page), Information Search Tools (Archie, Veronica, WAIS). Domain Name System.

Intranet and Extranet: Intranet, Intranet vs. Groupware, Intranet Hardware, Intranet Software, Intranet Services (Web (HTTP) Publishing, HTML, Hypertext), Communication Systems (Email, Fax),Software used in Electronic mail, Electronic Meeting Systems (Audio conferencing, Video Conferencing, Groupware), Extranet.

Internet Security: Security on the internet, Network and Website Security Risks, Site Hacking, Security Incidents on the internet, security and email, network and website security, Firewall (Concept, Components and Constituents, Benefits, Enterprise wide security Framework, secure physical infrastructure).

HEALTH & NUTRITION

**Course/Paper: PEII-HN
BHMCT Semester-VIII**

**Max. Marks: 80
Time : 3L+1T**

Balanced Diet: Meaning and importance of balanced diet - Quality and Quantity depending on age, sex, occupation and climate - Daily requirements. Meal Planning - Factors affecting meal planning - Food choices as affected by regions - Nutritive value of lunch menus - Critical Evaluation.

Malnutrition: Over nutrition – Under nutrition. Mass Food Production - Effect of cooking on the nutritive value of food in mass production. New Concepts in Hotels, Restaurants and Fast Food Restaurants - Nutrition and Health conscious being introduced in restaurants. Critical evaluation of fast foods.

Food Emulsions: Theory of Emulsification - Types of emulsion. Emulsifying agents and their use - preparation of emulsions. Colloids - Definition - Difference between true solution, colloids and suspension.

Food colours: Natural & Synthetic (permitted) colours used in Food. Flavors - Meaning - Types - Control of flavour. Kinds of additives. Vegetable Pigments - Types and effect of acids, heat, metals, oxidation and time as conditions during cooking and processing of food. Browning - Causes - Desirable and undesirable effects - Prevention.

HOSPITALITY BUSINESS FORMS

**Course/Paper: PEII-HBF
BHMCT Semester-VIII**

**Max. Marks: 80
Time : 3L+1T**

The Nature of business activity such as the functions of a Business: production, sales, finance. How a business responds to different market demand; contributes to the development of the economy; creates employment and wealth, and raises the standard of living. Identify and compare the types, features and ownership and types of businesses. Such as: sole trader, partnership, private company, public limited company, co-operatives, non-profit-making organisations, nationalised industries, public corporations.

Other Business Forms: Franchise, Holding Company and Multi-National Ownership such as: individuals, employees, shareholders, taxpayers, financial institutions, other companies. Other consideration such as the legal entity; identification of the appropriate legislation and regulations; how and why businesses are registered, etc. Description of the basic provision and controls of capital flow of the business. The sources of capital: shares, debentures, loans, overdraft, trade credit, ploughed back profits, lease-back such as: share capital, working capital, fixed capital, start-up capital, venture capital and the costs. Impact of various costs on operation and profitability.