

2107015-25

Institute of Tourism and Hotel Management

Dr Bhimrao Ambedkar University, Agra

Minutes

Meeting of Board of Studies was held on 19th May 2022 at 10 AM in the Director's office in Institute of Tourism and Hotel Management, Dr. Bhimrao Ambedkar University, Agra, in which following points have been discussed and finalized unanimously as under; *along with the confirmation of previous minutes of Board of Studies dated 6th June 2019.*

U. N. Shukla
19/5/2022

- 1- Ordinance and Syllabus of BHMCT has been discussed and approved.
 - 2-Revision of Ordinance and Syllabus of MBA (TTM) has been discussed and approved.
 - 3-Revision of Ordinance and Syllabus of BA (Voc.) has been discussed and approved.
 - 4-Revision of Ordinance and Syllabus of PGDHTM has been discussed and approved.
 - 5- Syllabus and Ordinance of 'Huner Se Rojgar Tak (HSRT)' has been discussed and approved.
 - 6- Syllabus and Ordinance of Diploma in Food And Beverage Service has been discussed and approved.
 - 7- Syllabus and Ordinance of Bakery And Confectionery has been discussed and approved.
 - 8- Syllabus and Ordinance of Diploma in Food Production has been discussed and approved.
- The meeting ended with the formal vote of thanks.

Following Member were present.

- 1- Dr. Pulkit Bhambi, Principal IHM Gwalior (Online)
- 2- Dr. Pawan Gupta IITM, Noida(Online)
- 3- Prof. Aparna Raj, Bhundelkhand University, Jhansi (Online)
- 4- Dr. Devesh Ranjan Tripathi, UPRTOU, Prayagraj (Joined in ITHM) - *D. Ranjan*
- 5- Prof. U. N. Shukla, Senior Teacher of ITHM, DBRAU *U. N. Shukla*
- 6- Prof Lavkush Mishra, Dean and Director - ITHM *Lavkush Mishra*

U. N. Shukla
19/05/2022

Lavkush Mishra
19-5-2022

D. Ranjan
19/5/22

Institute of Tourism and Hotel Management

Dr Bhimrao Ambedkar Ambedkar University

Meeting of Board of Studies was held (Dual Mode) on 19th May 2022 at 10 AM in the Director Room of Institute of Tourism and Hotel Management, Dr Bhimrao Ambedkar University , Agra

Following members were present

- 1- Prof Aparna Raj , Bundelkhand University , Jhansi (External Expert) joined Online
- 2- Prof Pawan Gupta, Nodal Officer- IITTM, NOIDA (External Expert) joined Online
- 3- Dr Pulkit Bambi, Principal- IHM, Gwalior (MP) (External Expert) joined Online
- 4- Dr Devesh Ranjan Tripathi , UPRTOU , Prayagraj (External Expert) Joined in ITHM - *Ranjan*
19/5/22
- 5- Prof U.N. Shukla, ITHM Dr Bhimrao Ambedkar University , Agra (Internal Expert)
Joined in ITHM *U.N. Shukla*
19/05/22
- 6- Prof Lavkush Mishra ITHM Dr Bhimrao Ambedkar University , Agra (Dean and
Director) Joined in ITHM *L. Mishra*
19-5-2022



डा० भीमराव आंबेडकर विश्वविद्यालय, आगरा
(पूर्ववर्ती: आगरा विश्वविद्यालय, आगरा)

अधिसूचना संख्या शैक्षिक: / १२ / 2018-2019

कुलपति आदेश दिनांक 04.05.2019 के अर्न्तगत टूरिज्म एण्ड होटल मैनेजमेंट विभाग के पाठ्यक्रम एवं अध्यादेश इत्यादि तैयार करने हेतु निम्न सदस्यों की शैक्षिक कमेटी का गठन किया गया है:-

1. संकायाध्यक्ष- प्रबन्धन संकाय।
2. विभागाध्यक्ष- टूरिज्म एण्ड होटल मैनेजमेंट विभाग
3. विभाग में कार्यरत शिक्षक
4. बाह्य विशेषज्ञ (कुलपति द्वारा नामित सदस्य)

(A) TOURSİM

- (I) Prof. Jintendra Mohan Mishra,
I G N T U - 9486143983
- (II) Prof. Aparna Raj,
Bundelkhand University, Jhansi.

(B) Hotel Management

- (I) Prof. R.A. Sharma,
Jiwaji University, Gwalior
- (II) Kamal Kumar Pant,
Principal, IHM Pusa, New Delhi.

कुलसचिव

संख्या:शैक्षिक/1131/19

दिनांक: 16/5/19

सीनेट हाऊस,
पालीवा पार्क,
आगरा

प्रतिलिपि निम्नलिखित को सूचनार्थ एवम् आवश्यक कार्यवाही हेतु प्रेषित।

1. सम्बन्धित सदस्यगण।
2. वित्त अधिकारी।
3. निजी सचिव, कुलपति।
4. वैयक्तिक सहायक, कुलसचिव।

कुलसचिव



डा0 भीमराव आंबेडकर विश्वविद्यालय, आगरा
(पूर्ववर्ती: आगरा विश्वविद्यालय, आगरा)

अधिसूचना संख्या शैक्षिक/०१ /2021-2022

कुलपति आदेश दिनांक 13.08.2021 के अनुपालन में टूरिज्म एण्ड होटल मैनेजमेंट विभाग, खन्दारी, आगरा की तदर्थ एकेडेमिक कमेटी/बोर्ड ऑफ स्टडीज का गठन निम्नवत् किया गया है:-

1. संकायाध्यक्ष- प्रबन्ध संकाय।
2. विभागाध्यक्ष- टूरिज्म एण्ड होटल मैनेजमेंट विभाग।
3. विभाग में कार्यरत शिक्षक।
4. बाह्य विशेषज्ञ (कुलपति द्वारा नामित सदस्य)

(A) HOTEL MANAGEMENT

(I) Dr. Pankit Bhambi, Principal,
IHM, Gwalior.

(II) Prof. Aparna Raj,
Bundelkhand University, Jhansi.

(B) TOURISM MANAGEMENT

(I) Dr. Pawan Gupta,
IITM, Gwalior.

(II) Dr. Devesh Ranjan Tripathi,
UPRTOU, Prayagraj.

कुलसचिव

संख्या:शैक्षिक/846/21

दिनांक: 19.08.2021

सीनेट हाऊस,
पालीवाल पार्क,
आगरा।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवम् आवश्यक कार्यवाही हेतु प्रेषित।

1. सम्बन्धित सदस्यगण।
2. वित्त अधिकारी।
3. परीक्षा नियंत्रक।
4. सहायक कुलसचिव, कुलपति कार्यालय, कुलपति जी को सूचनार्थ।
5. अधीक्षक कुलसचिव, कुलसचिव जी के सूचनार्थ।
6. अभिलेख खण्ड।

कुलसचिव

ITHM-84/22
24/05/2022

1

Institute of Tourism and Hotel Management
Dr Bhimrao Ambedkar Ambedkar University

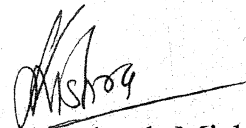
AR(Aaaa)

26/05/22
Registra

23-05-2022

To,
Registrar
Dr Bhimrao Ambedkar University
Agra

Dear Sir,
Please find the minutes and enclosures of Meeting of Board of Studies held (Dual Mode) on 19th May 2022 at 10 AM attached herewith in the Director Room of Institute of Tourism and Hotel Management, Dr Bhimrao Ambedkar University , Agra for further necessary action.


(Prof Lavkush Mishra)

Director

(2)

Institute of Tourism and Hotel Management

Dr Bhimrao Ambedkar University, Agra

Minutes

Meeting of Board of Studies was held on 19th May 2022 at 10 AM in the Director's office in Institute of Tourism and Hotel Management, Dr. Bhimrao Ambedkar University, Agra, in which following points have been discussed and finalized unanimously as under, *along with the confirmation of previous minutes of 'Board of Studies' dated 6th June 2019.*

- 1- Ordinance and Syllabus of BHMCT has been discussed and approved.
- 2- Revision of Ordinance and Syllabus of MBA (TTM) has been discussed and approved.
- 3- Revision of Ordinance and Syllabus of BA (Voc.) has been discussed and approved.
- 4- Revision of Ordinance and Syllabus of PGDHTM has been discussed and approved.
- 5- Syllabus and Ordinance of 'Huner Se Rojgar Tak (HSRT)' has been discussed and approved.
- 6- Syllabus and Ordinance of Diploma in Food And Beverage Service has been discussed and approved.
- 7- Syllabus and Ordinance of Bakery And Confectionery has been discussed and approved.
- 8- Syllabus and Ordinance of Diploma in Food Production has been discussed and approved.

The meeting ended with the formal vote of thanks.

Following Member were present.

- 1- Dr. Pulkit Bhambi, Principal IHM Gwalior (Online)
- 2- Dr. Pawan Gupta IITTM, Noida(Online)
- 3- Prof. Aparna Raj, Bhundelkhand University, Jhansi (Online)
- 4- Dr. Devesh Ranjan Tripathi, UPRTOU, Prayagraj (Joined in ITHM) - *D. Ranjan 19/5/22*
- 5- Prof. U. N. Shukla, Senior Teacher of ITHM, DBRAU *U. N. Shukla 19/05/2022*
- 6- Prof Lavkush Mishra, Dean and Director - ITHM *L. Mishra 19-5-2022*

D. Ranjan
19/5/22



3

डा0 भीमराव आंबेडकर विश्वविद्यालय, आगरा
(पूर्ववर्ती: आगरा विश्वविद्यालय, आगरा)

अधिसूचना संख्या शैक्षिक: / ०१ / 2021-2022

कुलपति आदेश दिनांक 13.08.2021 के अनुपालन में टूरिज्म एण्ड होटल मैनेजमेंट विभाग, खन्दारी, आगरा की तदर्थ एकेडेमिक कमेटी/बोर्ड ऑफ स्टडीज का गठन निम्नवत् किया गया है:-

1. संकायाध्यक्ष- प्रबन्ध संकाय।
2. विभागाध्यक्ष- टूरिज्म एण्ड होटल मैनेजमेंट विभाग।
3. विभाग में कार्यरत शिक्षक।
4. बाह्य विशेषज्ञ (कुलपति द्वारा नामित सदस्य)

(A) HOTEL MANAGEMENT

(I) Dr. Pankit Bhambi, Principal,
IHM, Gwalior.

(II) Prof. Aparna Raj,
Bundelkhand University, Jhansi.

(B) TOURISM MANAGEMENT

(I) Dr. Pawan Gupta,
IITM, Gwalior.

(II) Dr. Devesh Ranjan Tripathi,
UPRTOU, Prayagraj.

कुलसचिव

संख्या:शैक्षिक/846/21

दिनांक: 19.08.2021

सीनेट हाऊस,
पालीवाल पार्क,
आगरा।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवम् आवश्यक कार्यवाही हेतु प्रेषित।

1. सम्बन्धित सदस्यगण।
2. वित्त अधिकारी।
3. परीक्षा नियंत्रक।
4. सहायक कुलसचिव, कुलपति कार्यालय, कुलपति जी को सूचनार्थ।
5. अधीक्षक कुलसचिव, कुलसचिव जी के सूचनार्थ।
6. अभिलेख खण्ड।

कुलसचिव

ITHM/84/22
24/05/2022

Institute of Tourism and Hotel Management
Dr Bhimrao Ambedkar Ambedkar University

23-05-2022

(read)
26/05/22
Le Mishra

To,
Registrar
Dr Bhimrao Ambedkar University
Agra

Dear Sir,
Please find the minutes and enclosures of Meeting of Board of Studies held (Dual Mode) on 19th May 2022 at 10 AM attached herewith in the Director Room of Institute of Tourism and Hotel Management, Dr Bhimrao Ambedkar University, Agra for further necessary action.


(Prof Lavkush Mishra)

Director

Institute of Tourism and Hotel Management

Dr Bhimrao Ambedkar University, Agra

Minutes

Meeting of Board of Studies was held on 19th May 2022 at 10 AM in the Director's office in Institute of Tourism and Hotel Management, Dr. Bhimrao Ambedkar University, Agra, in which following points have been discussed and finalized unanimously as under; *along with the confirmation of previous minutes of 'Board of Studies' dated 6th June 2019.:*

- 1- Ordinance and Syllabus of BHMCT has been discussed and approved.
- 2- Revision of Ordinance and Syllabus of MBA (TTM) has been discussed and approved.
- 3- Revision of Ordinance and Syllabus of BA (Voc.) has been discussed and approved.
- 4- Revision of Ordinance and Syllabus of PGDHTM has been discussed and approved.
- 5- Syllabus and Ordinance of 'Huner Se Rojgar Tak (HSRT)' has been discussed and approved.
- 6- Syllabus and Ordinance of Diploma in Food And Beverage Service has been discussed and approved.
- 7- Syllabus and Ordinance of Bakery And Confectionery has been discussed and approved.
- 8- Syllabus and Ordinance of Diploma in Food Production has been discussed and approved.

The meeting ended with the formal vote of thanks.

Following Member were present.

- 1- Dr. Pulkit Bhambi, Principal IHM Gwalior (Online)
- 2- Dr. Pawan Gupta IITTM, Noida(Online)
- 3- Prof. Aparna Raj, Bhundelkhand University, Jhansi (Online)
- 4- Dr. Devesh Ranjan Tripathi, UPRTOU, Prayagraj (Joined in ITHM) - *D. Ranjan 19/5/22*
- 5- Prof. U. N. Shukla, Senior Teacher of ITHM, DBRAU *U. N. Shukla 19/5/2022*
- 6- Prof Lavkush Mishra, Dean and Director - ITHM *L. Mishra 19-5-2022*

D. Ranjan
19/5/22



डा० भीमराव आंबेडकर विश्वविद्यालय, आगरा
(पूर्ववर्ती: आगरा विश्वविद्यालय, आगरा)

अधिसूचना संख्या शैक्षिक/०१ /2021-2022

कुलपति आदेश दिनांक 13.08.2021 के अनुपालन में टूरिज्म एण्ड होटल मैनेजमेंट विभाग, खन्दारी, आगरा की तदर्थ एकेडेमिक कमेटी/बोर्ड ऑफ स्टडीज का गठन निम्नवत् किया गया है:-

1. संकायाध्यक्ष- प्रबन्ध संकाय।
2. विभागाध्यक्ष- टूरिज्म एण्ड होटल मैनेजमेंट विभाग।
3. विभाग में कार्यरत शिक्षक।
4. बाह्य विशेषज्ञ (कुलपति द्वारा नामित सदस्य)

(A) HOTEL MANAGEMENT

(I) Dr. Pulkit Bhambi, Principal,
IHM, Gwalior.

(II) Prof. Aparna Raj,
Bundelkhand University, Jhansi.

(B) TOURISM MANAGEMENT

(I) Dr. Pawan Gupta,
IITTM, Gwalior.

(II) Dr. Devesh Ranjan Tripathi,
UPRTOU, Prayagraj.

कुलसचिव

संख्या:शैक्षिक/846/21

दिनांक: 19.08.2021

सीनेट हाऊस,
पालीवाल पार्क,
आगरा।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवम् आवश्यक कार्यवाही हेतु प्रेषित।

1. सम्बन्धित सदस्यगण।
2. वित्त अधिकारी।
3. परीक्षा नियंत्रक।
4. सहायक कुलसचिव, कुलपति कार्यालय, कुलपति जी को सूचनार्थ।
5. अधीक्षक कुलसचिव, कुलसचिव जी के सूचनार्थ।
6. अभिलेख खण्ड।

कुलसचिव



**BACHELOR OF HOTEL MANAGEMENT &
CATERING TECHNOLOGY**

(B.H.M.C.T.)

(FOUR YEAR DEGREE COURSE)

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

(B.H.M.C.T.)

ORDINANCE

1. **Eligibility for Admission:**
10+2 or equivalent qualification, passed with at least 50% marks; relaxation of 5% marks for SC/ST candidates
2. **Intake: 60 seats**
3. **Reservation:**
Reservation shall be applicable as per State Government/University norms; *i.e.*, Unreserved – 50%, SC – 21%, ST – 2%, OBC – 27%. Prescribed horizontal reservation for female, handicap and dependent of Freedom Fighters etc shall be applicable to each category.
4. **Duration of the Course:**
 - 3.(a) Duration of the Course leading to the **Degree of Bachelor of Hotel Management and Catering Technology (BHMCT)** shall be four academic years, spread-over *eight semesters* *i.e.*, two semesters in each academic year: *July to November/ December* and, *January to April/ May*, respectively.
 - 3.(b) Maximum duration to complete the course shall be 6 years.
4. **Admission**
 - 4.(a) Admissions to BHMCT Course shall be based on the merit of the Entrance Test conducted by U.P. Technical University on duly notified date.
 - 4.(b) **Entrance Test**
Generally the entrance test shall be convened during last week of May or First week of June and result shall be available on U.P.T.U. website within 15 days of the conduct of entrance test.

4.c Counseling

List of successful candidates shall be displayed in the official website of the University, along with time, date and place of counseling. The candidates, short listed for counseling, shall also be informed to this effect through counseling letters.

Weightage: In preparation of the final merit for admission, there shall be provision for addition of 15% of the percentage marks obtained by the candidate in the entrance test, in case, he/she has passed the qualifying examination (i.e., 10+2 or equivalent*) from any college/institution falling within the academic jurisdiction of the University in which he/she is intending to take admission.

****Equivalent qualification shall essentially mean the study Programme equivalent to 10 +2 but duly recognized by U.P.T.U, and the concerned University where the candidate intends to seek admission***

4.d Admission Against Vacant Seats

If the seats remain vacant after giving opportunity to all the eligible candidates standing in the merit of the Entrance Test; applications for direct admission may be invited by the concerned University through appropriate notification. Admissions, in such case, shall be strictly made on the merit of the qualifying examination (i.e., 10+2 or equivalent) of the applicants.

4.e In any eventuality, if entrance test is not conducted for some reasons, the admissions shall be made on the basis of the performance of the candidates in their qualifying examination (i.e., marks obtained in 10+2 or equivalent)

Weightage applicable to 4.d and 4.ec above:

In preparation of the final merit for direct admission, there shall be provision for addition of 15% of the percentage marks of qualifying examination (i.e., 10+2 or equivalent) in case of such candidates who have passed the examination from a college/institution falling within the academic jurisdiction of the University where he/she intends to seek admission.

5. Course Fee

5.(a) The course fee, to be remitted annually, shall be prescribed by the University from time to time. Information to this effect will be specifically incorporated in the Admission Bulletin/Brochure of the concerned Academic Year. The course fee shall have to be remitted by the students in the beginning of every academic year on duly notified dates. Candidates failing to deposit the fee in time shall be liable for penalty, as prescribed by the University.

5.(b) The fee structure laid down in the Admission Bulletin of the specific year will remain applicable all through the course duration of the candidates who have taken admission in the concerned academic year. However, if fee is reduced during the subsequent year(s), the reduced fee will also be applicable to the students who have taken admission during previous year(s).

6. Teaching

In each but Eighth Semester, there shall be actual teaching for a minimum of 90 days, excluding admission, preparatory and examination period. The Eighth Semester shall be devoted to Industrial Training and final preparation of Dissertation and Training Report.

7. Medium of Instruction:

Medium of Instruction in BHMCT course shall be 'English'. The condition of English medium has been laid-down in view of the industry 'requirement vis-à-vis better entrepreneurial/employment opportunities for the incumbent students.

8. Attendance

8.(a) Minimum attendance required for becoming eligible to appear in semester examinations for each theory and practical paper shall be 75%.

8.(b) In case a student is short of attendance due to illness; or participation in university/state/national level sports/extra curricular activities etc., the following conditions shall apply.

(i) *Shortage of up to 10% attendance may be condoned by the Head of the Department, on the specific recommendation of the Staff Council.*

(ii) *Shortage of up to a maximum of 25% may be condoned by the Vice Chancellor on the specific recommendations of the Head of the Department.*

8.(c) Name of such student, who remains absent for consecutive six days without prior permission/citing valid reasons, shall be struck of the attendance register and his/her admission shall stand cancelled. Re-admission shall be done only after remitting the prescribed fee. However, the Department may not entertain candidate's request for re-admission if he/she fails to justify the reason for his/her absence, as also on valid disciplinary ground(s).

9. Examination

9.(a) **Sessional Examination/Internal Assessment:** In every semester, 30 marks shall be assigned for internal assessment/ sessional examination, in each theory and practical subject/paper. The subject teacher shall conduct two sessional examinations of 15 marks each, on a date notified at least one week in advance. Students failing to appear in the sessionals, or obtaining less than 40% marks in the internal assessment of any paper, shall not be eligible to appear in concerned semester examination. The department shall have to preserve the records of internal assessment at least for six months from the date of the commencement of the concerned semester examination.

9.(b) **Semester Examinations (Written/Theory Examination):** Examination of *odd* and *even* semesters shall normally be conducted during the month of *December* and *May*, in that order. The question paper will be set by examiners appointed by the Vice-Chancellor on the recommendation of the Board of Studies. The pattern of the question paper will be prescribed and duly notified by the University from time to time. The weightage of each theory paper will be 70 marks.

9.c Practical Examinations

Practical examinations may be normally convened before theory examinations. However, in unavoidable circumstances, practical examinations can also be held after theory papers.

9.(d) Preliminary Industrial Training (Ten Weeks): The Student shall have to undergo a ten weeks' preliminary industrial training in a leading hotel/resort property, duly approved by the institute. Though the institute may help the incumbent students in arranging their training in suitable institutions, the sole responsibility, in this context, will rest on the students. They will have to submit a comprehensive training report on the format prescribed by the Department, at least one month before commencement of the fifth semester examinations. Alongside the training report, candidates shall also have to submit Logbook incorporating details of day-today training inputs. The reports and Logbooks will be evaluated by an external expert, while viva voce examination based on the report shall be conducted jointly by external and internal expert. *Maximum marks for Preliminary Industrial Training report and Log Book shall be 25 each while 50 marks will stand or viva voce examination based on training report and logbook.*

9.(e) Extensive on the job training (Twenty Two Weeks): Immediacy after their Seventh Semester Examinations, the Students shall be required to undertake a Twenty-Two weeks' extensive on-the-job training in a leading hotel/resort property, duly approved by the Department. The training reports submitted by the students on the prescribed format, will be evaluated by an external expert, while viva voce examination based on the report shall be conducted jointly by a panel of external and internal expert. Maximum marks for on-the job training shall be 200 (150 marks for report evaluation and 50 marks for viva voce

examination). *Last date for submission of the report shall be May 15 (or, next working day if May 15 is a holiday) of the concerned academic year*

9.(f) Log Book: While on the training, the students shall have to systematically maintain a Log Book in the format prescribed by the Department. The Log Book, to be submitted along with the training report, will be evaluated by a panel of experts (One internal and one external). Maximum marks for Log Book shall be 200 (150 for evaluation of Logbook and remaining 50 for viva voce examination). Last date for submission for submission of the Log Book shall be May 15 (*or, next working day if May 15 is a holiday*) of the concerned academic year

9.(g) Dissertation: At the outset of Sixth Semester, every Student shall be assigned an applied topic (problem) for Dissertation under the supervision of one of the faculty members of the Department. A panel, comprising of one external and one internal expert shall evaluate the dissertation and conduct viva voce examination on the same. Maximum marks for Dissertation shall be 200 (150 for evaluation of Dissertation and remaining 50 for viva voce examination). *Last date for submission for submission of Dissertation shall be May 15 (or, next working day if May 15 is a holiday) of the concerned academic year* **Note:** *Students will be allowed to submit their Dissertation only if the respective supervisor is satisfied with the work and has accordingly recommended it for evaluation.*

10. Qualifying Marks and Promotion:

10.(a) Minimum pass marks to be obtained by a candidate to pass in the semester examination, shall be 40% of the maximum marks separately in each theory / practical paper / Sessionals (Internal Assessment); training report / logbook /

dissertation (which-ever is applicable), 50% of the aggregate marks in each semester.

- 10.(b)** An examinee who fails to secure minimum pass marks in not more than 50% of the papers and/or secures 40% marks in every paper but does not secure 50% in the aggregate in a particular semester examination (including internal assessment), shall be declared to have secured back log/back paper. Such candidate may be admitted provisionally to the next semester on his/her own risk, subject to clearing the backlog, as prescribed here- in- after. No student will be promoted to the next higher semester if he/she has a back-log of 50% or more papers including theory/practical/ viva/training/logbook/dissertation (whichever is applicable) of the previous semesters taken together. Maximum chance to clear the backlog shall be two.
- 10.(c)** A candidate whose result is declared late for no fault of his/her, may be permitted provisionally to attend classes of the next higher Semester at his/her own risk and responsibility, and shall be finally admitted to the higher semester on his/her passing the concerned Semester Examination. In such a case, the lectures will be counted from the date a candidate started attending classes. In case a candidate fails to pass the concerned Semester Examination and is not eligible to be promoted to higher semester under the norms prescribed above, his/her Attendance/Internal Assessment in the next higher Semester in which he/she was allowed to attend classes provisionally, shall stand cancelled.
- 10.(d)** Students declared 'Failed' or do not fulfill conditions for promotion to higher semester as per the conditions specified above, may be allowed to reappear, in the said examinations convened in the subsequent year, as ex-students without undergoing a repeat of regular academic programme. They shall be

required to appear and clear only those papers/practical/viva; dissertation, in which they could not secure minimum pass marks in the aggregate of the semester concerned. The marks in subjects already cleared by them, shall be carried over, as such.

- 10.(e) A candidate must pass all the eight Semester Examinations within six years of the admission to the First Semester of the BHM course, failing which he/she will be deemed to be unfit for the BHM Programme, or will have to afresh seek admission in the first semester of the course.
- 10.(f) A candidate, who after having passed a particular Semester Examination, discontinues his/her studies, may be permitted to join the next semester within one year of his/her passing the last Semester Examination when the next semester is in operation.
- 10.(g) On the basis of percentage of total marks secured in the aggregate of all years, the performance of the students shall be indicated as per below :
- (i) Second Division: 50% or more than 50% marks but less than 60%.
 - (ii) First Division: 60% or more than 60% marks but less than 75%.
 - (iii) First Division with Distinction: 75% or more than 75% marks.

In case, a candidate is able to clear at least 50% papers in annual examination, he/ she will be promoted to next year on the condition that he/she has to clear remaining 50% paper as back-papers. If such student fails to clear the backlog in two attempts, his/her admission to BHMCT course shall deemed to be automatically cancelled.

11. Declaration of Results and Award of Degree :

The result of the concerned semester examination shall normally be announced within three weeks after conduct of the last theory paper examination of the

concerned semester. Candidates declared successful may get the provisional degree from the Registrar / Vice-Chancellor of the University after one week of the announcement of the result. Original degree will be conferred at the time of convocation to be generally held annually.

12. Back-paper and Improvement:

In case, a candidate is able to clear 50% or more papers in the semester examination, he/ she will be promoted to next year on the condition that he/she has to clear remaining 50% paper as back paper, which shall be conducted along with the scheduled semester examinations. Such candidate will be given maximum of two attempts to clear their back papers. The University may also hold a special back paper exam for students who appeared in their final semester examination. A candidate may also be allowed one chance to appear in a maximum of two papers to improve his/her performance. The candidates shall have the choice *to take either one paper in each semester or two papers of the same for improvement examination.*

13. Special Back-paper:

Students appearing in their final year (seventh semester) examination, or those who have already appeared in the final semester examination, may be allowed to clear their backlogs by filling the requisite form and depositing the prescribed fees for the same. The prior approval for the same has to be taken from the concerned authorities.

14. Ex-Student

In case a student fails in the examination as per relevant provisions, he/she may be allowed to re-appear in subsequent examination as an ex-student, without having the need to attend classes. He/she shall be required to appear

and clear all papers, practical, dissertation, exam etc. as per provision of the syllabus in that year.

15. Scrutiny

Scrutiny facility will be given to the student in two papers on payment of prescribed fee as decided by the University from time to time.

16. Amendment: .

Course structure, course fee, eligibility condition for admission, intake capacity and, examination/evaluation procedure are subject to amendment from time to time as may be decided by U.T.P.U./concerned University.

Miscellaneous:

Industrial Visit:

After First Semester Examinations, the students shall be required to undertake a week-long orientation trip to hotel/ resort properties at multiple destinations/ Tourist Center(s). They will be accompanied by one of the faculty members of the Department. On the basis of the field visit report and presentation on the same, certificate of excellence shall be given to the top five performers.

Training at Bundelkhand University International Center:

In order to expose the students to real-life situations, the BHM incumbents shall be periodically deputed to work in the University Guest House, or in the event of the University functions/events. Every year, the top five performers shall be rewarded with certificate of excellence. Failing to attend such assignment shall amount to indiscipline.

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****FIRST YEAR****FIRST SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	Total Max. Marks
BHM-101	Introduction to Hospitality, Hotel and Hoteliering	70	30	100
BHM-102	Growing Dimensions of Travel and Tourism	70	30	100
BHM-103	Introduction to Computers Application	70	30	100
BHM-104	Principles of Management	70	30	100
BHM-105	Basics of Communication	70	30	100
BHM-106	Conceptual Framework of Marketing	70	30	100
BHM-107	Contemporary Ecological and Environmental Issues	70	30	100
Total Marks of Ist Semester				700

Industrial Visit:

After their First Semester Examinations, shall be required to undertake a weeklong orientation trip to hotel / resort properties located at multiple destinations / Tourist Center(s). They will be accompanied by one of the faculty members of the Department.

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****FIRST YEAR****SECOND SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-201	Front Office Operations - I	70	30	30	70	200
BHM-202	Food Production Operations – I	70	30	30	70	200
BHM-203	Food and Beverage Services Operations – I	70	30	30	70	200
BHM-204	Housekeeping Operations – I	70	30	30	70	200
BHM-205	Hygiene and Sanitation	70	30	--	--	100
BHM-206	Hotel Accounting - I	70	30	--	--	100
Total Marks of SECOND Semester						1000

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****SECOND YEAR****THIRD SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-301	Front Office Operations – II	70	30	30	70	200
BHM-302	Food Production Operations – II	70	30	30	70	200
BHM-303	Food and Beverages Services Operations – II	70	30	30	70	200
BHM-304	Housekeeping Operations - II	70	30	30	70	200
BHM-305	Nutrition and Food Science	70	30	--	--	100
BHM-306	Hotel Accounting - II	70	30	--	--	100
Total Marks of THIRD Semester						1000

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****SECOND YEAR****FOURTH SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-401	Front Office Operations – III	70	30	30	70	200
BHM-402	Food Production Operations – III	70	30	30	70	200
BHM-403	Food and Beverage Service Operations- III	70	30	30	70	200
BHM-404	Housekeeping Operations – III	70	30	30	70	200
BHM-405	Ethical Legal and Regulatory Aspects of Hoteliering	70	30	--	--	100
BHM-406	Organizational Behavior	70	30	--	--	100
Total Marks of FOURTH Semester						1000
Ten Weeks' Preliminary Industrial Training:						
As per the course requirement, incumbent students have to go on a preliminary industrial training in a leading hotel/resorts property, duly approved by the Department. Though the Department may help the incumbent students in arranging their training in suitable institutions, the sole responsibility, in this context, will rest on the students. They will have to submit a comprehensive training report along with the logbook, on the formats prescribed by the Department, at least one month before commencement of the fifth semester examinations. The report and logbook shall stand for 50 marks each.						

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****THIRD YEAR****FIFTH SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-501	Front Office Operations-IV	70	30	30	70	200
BHM-502	Food Production Operations-IV	70	30	30	70	200
BHM-503	Food and Beverage Services Operations -IV	70	30	30	70	200
BHM-504	Housekeeping Operations-IV	70	30	30	70	200
BHM-505	Material Management	70	30	--	--	100
BHM-506	Hotel Engineering	70	30	--	--	100
BHM-507	Training Report + Log Book (50 + 50)	--	--	--	--	100
Total Marks of FIFTH Semester						1000

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****THIRD YEAR****SIXTH SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-601	Front Office Operations-V	70	30	30	70	200
BHM-602	Food production Operations-V	70	30	30	70	200
BHM-603	Food and Beverage Services Operations-V	70	30	30	70	200
BHM-604	Housekeeping Operations-V	70	30	30	70	200
BHM-605	Research Methodology	70	30	--	--	100
BHM-606	Human Resource Management	70	30	--	--	100
Total Marks of SIXTH Semester						1000
<p>Immediately on the commencement of sixth semester studies, an applied research topic/problem, under the supervision of one of the faculty members of the department shall be assigned to the incumbent students. It is advised and expected that students should take the problem according to their area of interest, <i>vis a vis</i> the specialization areas they intend to opt for their studies in the seventh semester. The dissertation shall stand for 200 marks (<i>150 for evaluation of Dissertation and remaining 50 for viva voce examination</i>). The dissertation, as per norms, is to be submitted latest by May 15 (or, next working day if May 15 is a holiday) of the concerning academic year. No dissertation shall be entertained for evaluation without a clear certification from the supervisor that 'the work is original based on actual research findings'.</p>						

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****FOURTH YEAR****SEVENTH SEMESTER**

Course Code	Paper / Subject Name	External / Term Exam Max. Marks	Internal Assessment Max. Marks	PRACTICAL		Total Max. Marks
				INT	EXT	
BHM-701	Elective – I	70	30	30	70	200
BHM-702	Elective – II	70	30	30	70	200
BHM-703	Hotel Marketing	70	30	--	--	200
BHM-704	Entrepreneurship Development	70	30	--	--	200
BHM-705	Financial Management	70	30	--	--	100
BHM-706	Event Management	70	30	--	--	100
BHM-707	Business Communication	70	30	--	--	100
BHM-708	Facility Planning	70	30	--	--	100
Total Marks of SEVENTH Semester						1000
<p>Extensive on the job training (Twenty Two Weeks') and Training Report: Immediacy after the Seventh Semester Examinations, the Students shall be required to undertake a Twenty-Two weeks' extensive on the job training in a leading hotel/resort property, duly approved by the Department. The training reports submitted by the students on the prescribed format, will be evaluated by an external expert, while viva voce examination based on the report shall be conducted jointly by external and internal expert. Maximum marks for on-the job training shall be 200 (150 marks for report evaluation and 50 marks for viva voce examination). <i>Last date for submission of the report shall be May 15 (or, next working day if May 15 is a holiday) of the concerned academic year</i></p>						
<p style="text-align: center;">Log Book:</p> <p>While on the extensive on the training, the trainees shall have to systematically maintain a Log Book in the format prescribed by the Department. The Logbook, incorporating the day-to-day training inputs shall realistically indicate the training exposure vis a vis the professional aptitude and sincerity of the professional in making. The Log Book, to be submitted along with the training report, will be evaluated by the panel of experts (One internal and one external). Maximum marks for Log Book shall be 200 (150 for evaluation of Logbook and remaining 50 for viva voce examination). Last date for submission for submission of the Log Book shall be May 15 (or, next working day if May 15 is a holiday) of the concerned academic year.</p>						

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY**(B.H.M.C.T.)****COURSE STRUCTURE****FOURTH YEAR****EIGHT SEMESTER**

Course Code	Paper / Subject Name	Evaluation of Report / Log Book/ Dissertation	Viva –Voce	Total Max. Marks
BHM-801	On the Job Training Report	150	50	200
BHM-802	Log Book Evaluation	150	50	200
BHM-803	Dissertation	150	50	200
Total Marks of EIGHT SEMESTER				600

Semester VIII has been designed to expose the students to real life perspectives of the profession. Alongside undertaking the 23 week' on-the-job training, they will also have to maintain the training logbook, while also working on their training report and dissertation/mini research. Combination of these activities will provide opportunities to the students for self-assessment and self-realization. This in turn will also help them to perceive their interest and aptitude for specific area where they can effectively carve-out successful career niche for themselves.

BACHELOR OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

(B.H.M.C.T.)

COURSE STRUCTURE

BHM- 101: Introduction to Hospitality, Hotel and Hoteliering

Corse Objective:

The course has been designed to inculcate basic understanding on 'conceptual', 'developmental' and 'structural' perspectives of Hospitality Sector with special reference to Hotel and Hoteliering Business.

Module I:

- Hospitality: Origin of the concept; meaning, nature & dimensions.
- Accommodation: Type and forms; changing concepts over time.
- Origin and growth of Hotel industry with special reference to India.
- Distinction between Hotel, Motel and Resorts. Types of Motels, Emerging dimensions of Heritage Hotels
- Type and forms of hotels: Classification, Registration and Gradation of hotels in Indian context.

Module II:

- Core departments of a standard hotel: Front Office, Food Production, F&B Service, Housekeeping and Back office etc.
- Organizational structure of a standard international hotel.
- Linkages and Integration in hotel and hoteliering business: Inter-sectoral and Intra-sectoral.
- Front Office – Functions, significance and scope

Module III:

- Housekeeping Operations Organization and Functions
- Study of Ancillary departments with Linen Room and Laundry Operations
- Food Production Department – Key Functions, scope and significance
- Food and Beverages Service – Main Functions, Operations, scope and significance Management of F&B

Module IV:

- Manpower requirement in hotel sector
- Existing training institutions/faculties with special reference to India.
- Marketing of hotel services, opportunities, scope and constraints, especially in Indian context.
- Impact of hotels on National, regional and local economy

Module V:

- Role of public sector in the development of Hotel and Hoteliering sector in India; Contribution of I.T.D.C. and State Tourism Departments/Corporations.
- Multinational hotel chains and their impact on hoteliering business with special reference to Developing countries; Major Multinational Hotel chains operating in India.
- Hotel Marketing – Practices, Approaches, Constraints and Challenges.
- Present status of Hotel Business in India – Status and Scope

Suggested Readings:

Andrews, Sudhir : Hotel Front office, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Hotel House keeping, Tata Mc Graw Hill, New Delhi.

Andrews, Sudhir : Food and Beverage Service, Tata Mc Graw Hill, New Delhi.

Paul R. Dittmer, Gerald G. Griffittin : Dimensions of the Hospitality Industry, Van Nostrand reinhold New York.

Peter Jones : Introduction to Hospitality Operation, Cassell, New York.

Fred Lawson : Hotels & Resorts, Planning, Design and Refurbishment, Butter worth-Architecture, Oxford.

Donald E. Lindbergh : The Hotel and Restaurant Business, Van Nostrand Reinhold, New York.

BHM- 102: Growing Dimensions of Travel and Tourism Sector

Course Objective: *This module aims at creating a clear perception of the incumbents on conceptual and philosophical framework of Tourism. It defines the core terminology of the discipline; explains the various influences and processes responsible for the tremendous development of the leisure business; and outlines the likely positive*

and implications of tourism industry. At the end, it makes the candidates to closely examine India's performance in International Tourism in the light of country's Tourist Resource potential.

Module I

- Tourist and Tourism: Definition, Meaning, Nature and Scope
- Concept of Resource, Attraction, Product, Market, Industry and Destination in tourism
- Indispensable ingredients of Tourism(Components of Tourism), Elements of Tourism
- Types and Typologies of Tourism
- Leisure, Recreation and Tourism interrelationship(s)
- Tourism, hospitality and Hoteliering – inter-relationship and interdependence

Module II

- Travel and Tourism through the ages
- Emergence of Neo tourism
- Over-view on Global Tourist Traffic and receipt patterns over the decades.
- Factors affecting growth of International Tourism; Concept of Push and Pull forces in Tourism; Travel and Tourism motivators. Relevance of Understanding Tourism, .Motivations. Travel de-motivators
- Impact of Industrialization and Technological advancement. Future Perspective
-

Module III

- Tourism Infrastructure - Types, Forms and Significance
- Infrastructure with special reference to Accommodation and transport sectors.
- Organizational infrastructure of Tourism in India at Central and State levels.
- Travel Agency and Tour Operations Sector – Definition and Differentiation; Functions, scope and significance
- Brief Overview on Functions and Importance of WTO, PATA and IATA

Module IV

- Concept of demand and supply in Tourism; Unique features of Tourist Demand. Complimentarity in Tourist Demand - Tourist decision making and buying process and the various influencing factors there-in.
- Tourism Supply mix and need for integrated approach; Constraints in creating ideal destination/supply mix

- Chain of distribution in tourism and the significance of vertical and horizontal integration. Interdisciplinary, trans-disciplinary and multi-disciplinary nature of Tourism. Need for different approaches to study Tourism

Module V

- Economic impacts of Tourism; income and employment multiplier affects.
- Socio-Cultural implications of tourism; 'Tourism – environment inter-relationships'
- India's performance in International tourism - trends, problems and grey areas;
- Tourism Policy of India.

Recommended Books

- A. K. Bhatia, *'Tourism Development: Principles, Practices and Philosophies'*, Sterling Publishers, New Delhi
- McIntosh, Robert, W Goeldner, R Charles, *'Tourism: Principles, Practices and Philosophies'* John Wiley and Sons Inc. New York 1990
- JMS Negi, *'Tourism Travel- Concepts and Principles'* Geetanjli Publishing House, New Delhi, 1990
- R N Kaul, *'Dynamics of Tourism: A Trilogy'*, Sterling, New Delhi
- PN Seth, *'Successful Tourism Planning and Management'*, Cross Section Publications
- Holloway, Christopher: *Business of Tourism.*

BHM- 103: Introduction to Computers Applications

Course Objective: *This module has been planned to create basic understanding on the structural and functional aspects of computers so that, in the subsequent semesters the incumbent students are readily able to assimilate the intricacies of computer applications with special reference to Hotel Management.*

Module I - Introduction and Organization of computers:

- Computers – Introduction and Characteristics, ,
- Block Diagram of computer Computer.
- Input and Output Units of computer,
- Computer Memory, RAM, ROM, PROM, EPROM, EEPROM; Stable and dynamic memory;
- Primary and Secondary memory,
- Magnetic Hard disk, Floppy disk, CD-ROM, Disk Cartridges etc.

- Hardware and Software.

Module II - Introduction to Windows & MS Word:

- Windows - Functions and Advantages
- Introduction to Word
- Viewing, Creating, Opening and Saving a Document
- Editing and Formatting Text
- Proofing a Document
- Mail Merge

Module III - MS Excel

- Excel – Nature; Significance and Scope
- Starting Excel
- Working with a Spreadsheet
- Editing the Worksheet
- Formulae in Excel
- Selecting, Inserting and Deleting Sheet

Module IV - MS Power point:

- Introduction to 'Power Point'; viewing and creating presentations.
- Entering and Editing Text
- Formatting Text
- Drawing and Rotating Objects

Module V- Internet

- Introduction
- Understanding 'www'
- Sending and receiving email; Accessing News groups/Websites
- Downloading Files
- Face book: concept and significance; Establishing Web Presence

Suggested Readings:

- Braham, B. Computer System in Hotel and Catering Industry, Casseu, 1998.
Basandra, S.K. Computer Today, New Delhi: Golgothia Publications.
Clark, A. Small Business Computer Systems, Hodder and Stoughton, 1987.
London, K.C. and London. J.P. Management System Information System – a contemporary perspective, Mc. Milan. 1988.

BHM- 104: Principles of Management

Course Objectives: *This module explains meaning of management and analyses its process in modern organizations including various aspects of the Hotel Industry. It gives the basic knowledge about the evolution and importance of the various concepts of Management. It also aims at making the student deal with the decision making aspects in their day to day work.*

Module I- Introduction to Management:

- Management – definition, nature/and scope
- Objectives and levels of management
- Art and Science of management
- Basic principles of management
- Functions of management

Module II-Evolution of Management Thought

- The Operational School
- The Empirical School
- The Human Behaviour School
- The Social System School
- Scientific Theory of Taylor

Module III-Planning and Organizing

- **Planning-** definition, nature and relevance
- Planning Process – steps and stages
- **Organizing** - meaning, characteristics, importance and scope
- Types of Organizational structures

Module IV-Staffing and Directing

- Staffing- meaning and scope
- Process of Staffing
- Directing – meaning and scope
- Leadership; types of leadership; leadership qualities
- Motivation – meaning and scope; Theories of Motivation
- Significance of motivation in effective management/modern management
- Communication – meaning and types; Business communication – scope and process

- Barriers in communication

Module V-Coordination and Control

- Coordination – nature, scope and approaches
- Importance of Coordination; barriers and grey areas
- Meaning and Importance of controlling
- Process of Control
- Factors influencing the process of control

Suggested Readings

Essential of Management – Harold Koontz & Heinz Weirich.

Management – H. Koontz & Cyrill O' Donnell.

Management Theory – Jungel, H. Koontz

BHM- 105: Basics of Communication

Course Objectives: *The basic objective of the course is to help the students to acquire and develop communication skills necessary for efficient management, and also to understand the significance of effective communication in an organization. The module has been designed keeping in mind the various aspects of communication necessary for day-to-day transactions with Special reference to Hotels, Restaurants and other Hospitality Institutions.*

Module – I Communication

- Communication – need vis a vis necessity
- Types and modes
- Nature and scope
- Models
- Directions of Communication
- Barriers to Communication
- Overcoming the barriers

Module – II Listening on the Job

- Definition

- Place, purpose and process
- Levels and types of Listening
- Listening barriers
- Guidelines for effective listening
- Automation and the changing frontiers of listening

Module – III Effective Speaking in Hospitality Business

- Generic queries vs. Restaurant and Hotel terminology
- Significance of polite communication in the context of hoteliering
- Communication with/in group
- Qualities of a good Speaker
- Audience analysis
- Defining the purpose of speech, organizing ideas and delivering speech.

Module – IV Non-Verbal Communication

- Definition, importance vs. inevitability
- Kinesics: odd movements, gestures, postures and eye contact etc.
- Proxemics: use of space in communication
- Paralanguage: Vocal Behaviour and its impact on verbal communication
- Communicative Use of Artefacts – furniture, plants, colours and architects etc.

Module – V Speech improvement

- Pronunciation, stress and, accent
- Significance of effective of Speech in hospitality industry, especially in hotels.
- Common phonetic difficulties and Connective drill Exercises
- Acquaintance with frequently used foreign sounds – need and significance
- Telephonic communication – nature, scope and relevance in the context of hotel industry
- Developing Telephone Skills – principles and practices

Suggested Readings:

.Kaul Asha, '*Business Communication*' Prentice Hall of India, New Delhi 1999

Lesikar, Pettit, '*Business Communication*' Richard Irwin Inc., All India Traveller Bookseller Delhi 1996

Murphy and Hildbrandt, '*Essentials of Business Communication*', Mc Graw Hill International, New York

Parag Diwan And Agarwal, '*Business Communications*'

BHM- 106: Conceptual Framework of Marketing

Course Objectives: *This course of study aims to provide a first hand but systematic information on marketing so that the incumbents can spontaneously understand the theoretical and practical framework of marketing with reference to Hospitality Sector during the subsequent semesters.*

Module I:

- Nature Importance and Core Concept of Marketing
- Different Orientation towards Market Place.
- Marketing Management Process. Concept of P's in marketing.
- Service marketing - unique features & challenges
- Applicability of Marketing principles with special reference to travel and hospitality industry.

Module II:

- Marketing Analysis, Researching & Selecting Target Markets: Marketing Information System and measuring and forecasting Demand;
- Concepts and methods of Market Segmentation, Market Targeting.

Module III:

- Competitive Differentiation, Product Positioning, New Product Development, Marketing Strategies at different stages of product Life Cycle

Module IV:

- Planning Marketing Programmes
- Product Strategies: Product line, Product Mix, Branding, Packaging, Pricing Strategies Management of Distribution.

Module V:

- Controlling Marketing Programmes :
- Designing communication & Promotion mix : Advertising Sales Promotion, - Publicity, Personal Selling , Direct Marketing, Evaluation and Control of Marketing programmes.

Suggested Readings:

Philip Kotler, 'Marketing Management: Analysis, Planning, Implementation &Control', Prentice Hall of India Pvt. Ltd.

Philip Kotler Gary Armstrong , 'Principles of Marketing'- PHI Ltd.

Ramaswami., 'Marketing Management - Fundamentals of Marketing' William J. Stouton, Mc Graw Hill Co.

BHM- 107: Contemporary Ecological and Environmental Issues

Module - I

- Environment: Definition, concept and scope
- Physical and Biotic Components of Environment
- Atmosphere, Hydrosphere, Lithosphere and Biosphere - Structure, functions and significance
- Problem of degradation and deterioration of environmental quality vis a vis environmental hazards
- Major environmental threats in contemporary context; Causes and effects of global warming, depletion of ozone layer, increasing incidences of atomic radiations, acid rain, unpredictable meteorological conditions, problems related to air, water, noise and land pollutions; loss of bio-diversity

Module - II

Ecology: Concept and principles; Relevance of ecology in contemporary concept
Understanding ecological terminology – habitat, niche, Ecosystem, food chain, food pyramids, species, population and community
Concept of succession
Inter-specific and intra-specific relationships in biotic communities – antagonism, commensalisms and symbiosis
Significance of food chains trophic levels in sustained conservation of nature and natural resources

Module - III

State of Biotic resources

Renewable and Non-renewable natural resources
Biotic Resources of the world; zoogeographic and phytogeographic zones of the world
Forest Resources: significance and existing status; Conservation strategies – scope and limitations
Wildlife: Status; trends of extinction; reasons for extinction of animal and plant species
On-going efforts for conservation of vulnerable and endangered species; special projects and schemes
State of forest and Wildlife resources in India
National Parks and Wildlife sanctuaries – concept, purpose and scope
Leading national parks, wildlife sanctuaries and biosphere reserves of India

Module - IV:

Status of Water resources, Mineral resources, Land Resource and Energy Resources

Types and use of water resources; over-utilization of surface and ground water resources

Major Problems related to water resources; scarcity of potable and irrigational water; floods and draughts; Benefits and burdens of damming

Mineral Resources: type of mineral resources; use and over-exploitation; consequences of over exploitation

Mineral wealth of India

Land resources: Land as resource; land degradation; control of land degradation

Energy Resources: Growing energy needs; sources of energy; Implications of Nuclear power energy

Sources of non-conventional energy; advantages of non-conventional energy.

Module V:

Environmental Conservation – issues, strategies and Institutions

Need for Environmental and ecological conservation

Role and contribution of IUCN, WWF and UNESCO in conservation of Nature and Natural Resources

Role and contribution of NGOs and other Volunatry Organization; case study of Chipko movement

Legal and Regulatory Framework for conservation of environment and Natural resources in India; Silent features of The Air Act , 1981; The Water(Prevention and Control of Pollution)Act, 1974; Wildlife protection Act, 1972; The environment (Protection)Act, 1986 and The Indian Forest Act, 1927

Issues involved in effective enforcement of environmental regulations in India

Suggested Readings:

Abbasi SA: Environment Everyone, Discovery Publishing House, New Delhi

Bandhu, Desh, Environment Management, Indian Environment Society, New Delhi

Djameja, Suresh K, Environment Engineering and Management, S K Kataria & Sons , New Delhi

Peavy, Howard S etal; Environmental Engineering, Mc Graw Hill International Edition, New York

Thakur Kailash, Environmental Protection Law & Policy in India, Deep and Deep Publications, New Delhi

Tripathi A K & Bhatt VB, Changing Environmental Ideologies, Ashish Publishing House, New Delhi

Uberoi NK, Environmental Management, Excel Books, New Delhi