

U.P. Technical University, Lucknow

Scheme of Examination for Bachelor of Hotel Management & Catering Technology (BHMCT) – VII Semester

S. No.	Subject Code	Subject Name	Periods per Week			Evaluation Scheme			Examination	Subject Total
						Sessional				
			Theory	L	T	P	CT	TA	Total	
1.	HMCT-701	Indian Heritage	3	1	0	30	20	50	100	150
2.	HMCT-702	Tourism & Economics	3	1	0	30	20	50	100	150
3.	HMCT-703	Research Methodology	3	1	0	30	20	50	100	150
4.	HMCT-704	Financial Management	3	1	0	30	20	50	100	150
5.	HMCT-705	Environment Management	3	1	0	30	20	50	100	150
6.	HMCT-706	Human resource Management	3	1	0	30	20	50	100	150
		PRACTICAL	--	--	--	--	--	--	---	---
7.	HMCT-751	Indian Heritage Viva	--	--	--	15	10	25	25	50
8.	GP-701	General Proficiency	--	--	--	--	--	50	---	50
		Total	18	6	0	--	--	--	---	1000

TA – Teacher Assessment

CT- Class Test

ESE- End Semester Examination

L/ T/ P – Lecture/ Tutorial/ Practical

Note: Duration of ESE shall be 3 (Three) Hrs. for subjects carrying 100 Marks & 2 (Two) Hrs. for subjects carrying 50 marks.

HMCT – 701 INDIAN HERITAGE

Objectives:

1. To understand the Evolution of Indian culture.
2. Knowledge about various scriptures.
3. Knowledge about various Indian performing arts.
4. Understanding various Indian paintings.

UNIT 1

Historical perspective - Indian History - Scope and objective - Evolution of culture – Ancient, Medieval and modern.

UNIT 2

Great scriptures – Upanishads – Sankya – Darshans – Ramayana – Mahabharata – Bhagavad-Gita – Buddhism – Tripitakas - Jainism – Puranas.

UNIT 3

Indian performing arts – Bharatanatyam - Kuchupudi – Kathak – Odissi – Kath kali – Mohiniattam – Folk theater and performances and its role in promoting Indian tourism.

UNIT 4

Indian Painting – Evolution of Indian painting – Ajanta – Ellora – Mysore paintings – M. F. Hussein: A portrait.

UNIT 5

Art Sculpture & Craft – Indians Sculptures – Scope – Famous temples & monuments – Handicrafts – Puppetry – jewelries – textiles.

Books for Reference:

1. Ram Acharya – Tourism and cultural heritage of India.
2. S. Radha Krishnan – Indian philosophy
3. Ananda k. Kumara swami – Indian and south east Asian architecture
4. R. Shamashastry – History of the Dharma sastras.

HMCT -702 TOURISM AND ECONOMICS

OBJECTIVE

To give students a basic knowledge of the concepts of economics and its importance to hotel industry, so teacher are advised to explain these concepts with reference to hotel industry

Course Content

UNIT-1

INTRODUCTION TO TOURISM

- Tourism: Definition, Meaning, Nature and scope
- Tourist, Traveller, Visitor and Excursionist-definition and differentiation
- Leisure, Recreation and Tourism interrelationship
- Concept Resource, Attraction, Product, Market, Industry and Destination in the context of Tourism
- Components and Elements of Tourism
- The Tourism System
- Types and Typologies of Tourism
- Economic impact, travel and Hotel effect on tourism on hotel, threats & obstacles to tourism
- Tourism infrastructure development, Local Bodies, tourism department and ministry, different tourism policies

UNIT-2

HISTORY OF TOURISM

- Travel and Tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'
- Emergence of Modern Tourism
- Travel and Tourism motivators and relevance of understanding Tourism motivation
- Factors affecting growth International Tourism, concept of Push and pull forces in Tourism
- Impacts of Industrialization and Technological Advancements

UNIT-3

TOUR & TRAVEL

- Travel Trade-Historical Perspectives
- Emergence of Thomas Cook and American Express company
- Travel Agency and Tour operation Business
- Functions of Travel Agency, setting up a full-fledged Travel Agency, sources of income of a travel agency
- Types of Tour operators

UNIT 4

FUNDAMENTS CONCEPT OF ECONOMICS

- Meaning of Economics
- Macro economics & Micro economics, nature & scope
- Meaning of Wants:- Necessaries, Comforts & Luxuries
- Value, price and wealth
- Factors of production
- Kinds of capital & capital formation
- Economic System-Capitalism, Socialism & Mixed economy

DEMAND ANALYSIS

- Meaning of Demand and demand distinctions, autonomous and derived demand short run and long run demand. Demand for perishable goods and durable goods.
- Law of demand-demand schedule and demand curves, assumptions and reason behind law, exception to the law
- Elasticity of demand-Types of elasticity
- Factor's determining price, elasticity of demand

SUPPLY

- Meaning of supply, law of supply, determinants of supply, exceptions, elasticity of supply

UNIT 5

COST OUTPUT ANALYSIS

- Cost concepts-fixed and variable cost, average and Marginal cost, opportunity cost, past and future costs
- Economics in large scale production.
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REVENUE CONCEPTS

- Total Revenue, Average Revenue, Marginal revenue and their relationships

PRICE ANALYSIS

- Basic concepts-Equilibrium of firm, marginal revenue and Marginal cost analysis, Normal Profits, excess profit loss, Accounting profit and economic profit, Theories of Profit
- Kinds of Markets
- Perfect & Pure competition, Simple monopoly and Monopolistic Competition, Oligopoly

PRICING

- Pricing under perfect competition, Equilibrium price, Pricing under monopoly and perfect competition-Short run and Long run

TEXT READING

H L Ahuja	Principle of Economics
Kote Syanis	Micro Economics
D M Mithai	Managerial Economics
R Dutt & Sundaram	Indian Economy
M.Chand	Travel Agency Management: An Introductory Text
Jagmohan Negi	Travel Agency Operations: Concepts and Principles

HMCT-703 RESEARCH METHODOLOGY OBJECTIVE

To give an in depth knowledge about the Research project to the students and also to tell them how Research is important for the hospitality sector. Here the knowledge of how to do a market research is being imparted by telling the research methodology and its implications.

COURSE CONTENT

UNIT 1.

RESEARCH –MEANING, IMPORTANCE & RESEARCH DESIGN

- a. Introduction
- b. Meaning and Importance
- c. The basis of classification of various types of research design.

UNIT 2.

DATA COLLECTION

- a. Types of Data
- b. Secondary data, Sources
- c. Primary data, Sources
- d. Sampling, Importance, Basic concepts
- e. Questionnaire, Format and Administration, Steps involve in developing a Questionnaire
- f. Interviews

UNIT 3.

DATA PROCESSING

- a. Quality research, Introduction, Difference between Quality and Quantity research
- b. Editing of Data, Coding of Data, Data Classification, Graphical Presentation of Data
- c. Report writing-steps involved, layout of report, mechanics of report writing, precautions of writing research writing
- d. Oral Presentation

UNIT 4.

DATA ANALYZING & DRAFTING OF CONCLUSIONS AND RECOMMENDATIONS.

- a. Meaning and scope of data analysis
- b. Methods of Data analysis.
- c. Generating Findings.
- d. Drafting of conclusions and recommendations.

UNIT 5.

Methodology of presentation of research project

- a. Meaning of presentation
- b. Presentation as tool
- c. Techniques of presentation of research project
- d. How to deal with queries / questionnaire during presentation

TEXT READING

Robert C Lewis

Marketing Research

John Roberts

Marketing for the Hospitality Industry

Dennis L Foster

Hospitality Marketing and Sales for Resorts, Motels And Hotels

HMCT-704-FINANCIAL MANAGMENT

OBJECTIVES

To impart the basic knowledge to the students about finance and its importance in the hotel industry.

COURSE CONTENT

UNIT 1

INTRODUCTION

Nature and scope of financial management, finance function, profit/wealth maximization, role and responsibilities, and functions of financial managers.

UNIT 2

CAPITAL BUDGETING

Concept of Time Value of Money; Meaning, objectives of investment decisions, net present value method, internal rate of return method, pay back period.

UNIT 3

COST OF CAPITAL

Introduction, significance, concept, determining component of cost of capital, weighted average cost of capital.

UNIT 4

CAPITAL STRUCTURE

Over capitalization, under capitalization and optimization operating and financial leverage, EBIT-EPS Analysis.

UNIT 5

SOURCES OF FINANCE

Working capital management, management of cash inventories and receivable.

TEXT READING

I.M.Pandey	Financial management
Khan & Jain	Financial management
R.M.Srivastava	Financial management
Prasad	Financial Management

HMCT-705 ENVIRONMENTAL MANAGEMENT

COURSE CONTENT

Unit-1

Environment and Natural resources

Environment: Components of environment, ecosystems, energy flow, material cycle (nitrogen and carbon), food chain and food web, ecological pyramid, population dynamics and prey-predator interaction.

Unit-2

Environmental Impact Assessment (EIA): Definition and Concept, Elements of EIA, Prediction of impacts and its methodology.

Sustainable development. Natural resources: Renewable & non-renewable natural resources, drinking water quality, water borne and water induced diseases, arsenic and fluoride problem in drinking water, deforestation, impact of overexploitation of mineral resources

Energy resources: Conventional and non-conventional energy sources. solar energy, hydro-power energy, Hydrogen-energy, wind energy, geothermal energy, biomass energy, nuclear energy, fossil fuels.

Unit-3

Environmental pollution and current environmental issues Environmental pollution: Definition, pollutants, sources, causes, effects and control measures of air, water, noise, soil pollutions.

Solid waste management: solid waste source, characterization, effects and control measures of urban and industrial waste. Waste water treatments.

Unit-4

Current environmental Issues: Population growth, logistic curve equation. Climate change, global warming, acid rain, ozone layer depletion, threats of biodiversity and its conservation, nuclear hazards. Rain water harvesting, natural disaster and its management.

Unit-5

Environment protection: Legal aspects of environment protection, Environment Protection Act, Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act, Role of GOs in environment protection.

TEXT READING

1. Agarwal, K.C. 2001 Environmental Biology, Nida Pub. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad-380013 India
3. Brunner R.C., Marine Pollution, Clarendon Press Oxford (TB)
4. Cunningham, W.P. Co-oper, T. rt. -60rh<irri, E & H~p\ vorth, M.T. 2001, Environmental , Encyclopedia, Jaico Publ, House, Mumbai, 1196p.
5. De A.K., Environmental Chemistry. Wiley Eastern Ltd. Down to Earth, Centre for

Science and Environment (R).

HMCT-706-HUMAN RESOURCE MANAGEMENT

OBJECTIVE

1. To develop an insight into meaning nature scope and value of contemporary approach to human resource management in an organization.
2. To describe organization of a human resource management functionary in an establishment, and to identify attributes of a successful personnel manager.
3. To impart knowledge and techniques involved in human resource planning, Job-Analysis, and Job-Design.
4. To explain various methods of recruitment, selection, induction and placement.
5. To develop the importance and methods adopted for training and development of employees in to days environment in workplace.
6. To provide a detailed orientation regarding methods of evaluation of a job, compensation management, performance appraisal.
7. To discuss matters relating to job changes; and definition and explanation of terms pertaining to employee separation.

COURSE CONTENT

UNIT 1

INTRODUCTION

Nature and scope human resource management: -

- a. Concept and Nature, Human Resource Management as a profession, Objectives and importance, Functions and scope of Human Resource management.
- b. Organization of personnel Department, Qualities of Personnel Manager, role of Personnel manger. Personnel Management vs. HRM
- c. Concept of Human Resource Development, HRD as responsibility of all mangers. HRD vs. Personnel Management, Functions of HRD

UNIT 2

PROCUREMENT OF HUMAN RESOURCES

- a. Human Resource Planning-Concept and objectives, importance, Process of Human Resource Planning, Problems and Guidelines for Human Resource Planning
- b. Job Analysis and Job Design-Concept of job analysis, Process of job analysis, Job Description and Job Specification, Concept of Job Design, approaches and methods of Job Design.
- c. Recruitment and Selection- Meaning of recruitment, Recruitment Policy Sources and techniques of Recruitment, Meaning and process of selection.

UNIT 3

TRAINING AND DEVELOPMENT

Concept and need of training, Importance and objectives of training, Identifying training needs, Designing a training programmes, Methods of training, Evaluating training effectiveness, Retraining.

Concept and objectives of Executive development, Importance and process, methods and techniques, of Executive Development.

UNIT 4

JOB EVALUATION

Concept, process and objectives of Job Evaluation, Advantages and Limitations, Essentials of successful Job Evaluation, Methods of Job Evaluation.

Wage and Salary Administration.

Objectives and principles, Essentials of Sound wage structure, Factors affecting wages, methods of wage payment, and Wage policy in India, Executive compensation.

UNIT 5

PERFORMANCE APPRAISAL

Concept and objectives, Uses and process, Problems in performance appraisal, Essentials of effective appraisal system, Methods and techniques of appraisal, Basic concepts of Balance score card, Key Performance Indicators (KPIs) & Key Result Areas (KRAs).

JOB CHANGES

- a. Transfers, Promotions and Separations.
- b. Concept and objectives of transfers. Types of transfer, Concept and basis of promotion, Demotion, Types of Separations.

TEXT READINGS

David A Decenzo	Personnel/Human Resource Management
H L Kumar	Personnel Management in Hotel and Catering Industry
Chapman&Hall	Behavioural Studies in Hospitality Management
Dr. C.B.Gupta	Human Resource Management
Mirza S Saiyadain	Human Resource Management
William B Wether	Human Resource and Personnel management