

Program Project Report (PPR)
for
Distance Learning Program under
Graphic Era Directorate of Distance and Online Education

Bachelor in Hotel Management

Graphic Era deemed to be University
Dehradun, Uttarakhand

PROGRAM PROJECT REPORT

1	Degree Awarding body	GRAPHIC ERA DEEMED TO BE UNIVERSITY
2	Teaching institution	Directorate of Distance and Online Education
3	Name of the Program specified by UGC / AICTE etc.)	BHM
4	Minimum duration of the	4 years
5	Program Credit	160
6	Qualifications framework level	Graduate
7	Nature of Target Group of learner	Young Professional
8	Date of commencement	July 2019
9	Type of Program	Professional
10	Course Fee	10,000 per Semester

Program's mission & objectives

There is a growing need for increasing the "Management" competence in the field of Hospitality Management. Professionally qualified personnel are the need of the day –Personnel who are multi skilled.

The Graduate Degree in Hotel Management aims at bridging the gap and supplying the Hotel Management Industry with Professional Management Candidates who are competent and are able to face the challenges posed by the ever-changing Hotel and Hospitality scenario.

Relevance of the program with HEI's Mission and Goals:

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning & research in the field of Hospitality and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action

Institutional Goals:

To understand the student's aspirations, corporate goals and the policies of Govt. and design programs in accordance of Industry requirement. Provide efficient admission counselling, registration, and student support system to demonstrate our commitment to help students and faculty to show that we indeed care for them.

To create a industry based learning environment.

Constantly improve systems and processes in accordance with feedbacks and random surveys on student's assessment. To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.

Linkage with Program Mission:

This program delivers required theoretical and industry inputs to students that develops technical expertise to make them experts and professionals in the field. The programs offered allow the learners to learn at their own pace along with pursuing their other professional endeavours. The cost of the programs and provision for scholarship have been designed with objective of spreading mass education to meet needs of all class of learners. Adequate counselling is done for the students to assist them to make an informed decision to choose from a range of varied programs offered by the department.

The students' support services are taking timely feedback to ensure timely response and enhance overall quality standards

Nature of prospective target group of learners

Young Energetic Students who have cleared 10+2

Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

Graphic Era distance and online learning institution plays important role by providing flexible and cost effective education to enhance their professional and Technical Skills .A team of experienced faculty & professionals from both regular & distance learning institutes & industry determines the objectives. It is then vetted by board studies, academic councils & other university standing boards. The program objectives are determined with a view that it meets the requirement of the industry/business that employs our students. Therefore the consistent interaction with the industry becomes necessary to revise and update the program objective to meet the requirement, coupled with environmental factors

Instructional Design :

Course Curriculum: Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university and/or external experts

Study Materials:

The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus Institution initiates to develop all materials in SLM format. Experts, both internal & external to write the study material on the specific guidelines laid down by statutory body

Review by Board of Studies:

The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course.

Approval by Academic Council:

Finally, the course is submitted to the Academic council of the University for Final Approval.

BACHELORS IN HOTEL MANAGEMENT (BHM) CURRICULAR STRUCTURE AND EVALUATION SCHEME

SEMESTER: I

COURSE CODE	COURSE TITLE	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 101	FOOD PRODUCTION FOUNDATION –I	2	2	4
BHM 102	FOOD & BEVERAGE SERVICE FOUNDATION –I	2	2	4
BHM 103	ACCOMMODATIONAND FRONT OFFICE FOUNDATION–I	2	3	6
BHM 104	COMMUNICATION	2	3	6
				20

SEMESTER: II

COURSE CODE	COURSE TITLE	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 201	FOOD PRODUCTION FOUNDATION-II	2	2	4
BHM 202	FOOD AND BEVERAGE SERVICE FOUNDATION-II	2	2	4
BHM 203	FRONT OFFICE OPERATION FOUNDATION II	2	2	4
BHM 204	ACCOMMODATION OPERATION FOUNDATION II	2	2	4
BHM 205	ENVIORMENT SCIENCE	2	2	4
				20

SEMESTER: III

COURSE CODE	COURSE TITLE	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 301	FOOD PRODUCTION OPERATION-INDUSTRY EXPOSURE – PRACTICAL-I	2	4	6
BHM 302	FOOD AND BEVERAGE SERVICE OPERATION-INDUSTRY EXPOSURE – PRACTICAL -I	2	4	6
BHM 303	ACCOMMODATION AND FRONT FFICE OPERATION INDUSTRY EXPOSURE	2	4	6
BHM 304	PERSONALITY SKILLS FOR HOSPITALITY (LEARNING FROM INDUSTRY)	2	4	6
				24

SEMESTER IV

COURSE CODE	COURSE TITLE	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 401	INTRODUCTION TO INDIAN COOKERY	2	2	4
BHM 402	FOOD AND BEVERAGE SERVICE OPERATION II	2	2	4
BHM403	FRONT OFFICE OPERATION II	2	2	4
BHM404	ACCOMMODATION OPERATION II	2	2	4
BHM 405	ACCOUNTING SKILLS FOR MANAGER	2	2	4
				20

SEMESTER: V

COURSE CODE	COURSE TITLE	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 501	FOREIGN LANGUAGE SKILLS-1 (FRENCH/SPANISH/GERMAN)	2	2	4
BHM 502 A/B/C/D	REGIONAL CUISINE OF INDIA-1/FOOD AND BEVERAGE MANAGEMENT-	2	2	4

	1/FRONT OFFICE MANAGEMENT – I/ACCOMMODATION MANAGEMENT-I			
BHM 503	RESEARCHING FOR HOSPITALITY & TOURISM MANAGEMENT	2	2	4
BHM 504	HOSPITALITY LAW	2	2	4
BHM 505	CATERING SCIENCE	2	2	4
				20

SEMESTER: VI

BHM 601	FOREIGN LANGUAGE SKILLS-II (FRENCH/SPANISH/GERMAN)	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 602 A/B/C/D	REGIONAL CUISINE OF INDIA-II/FOOD AND BEVERAGE MANAGEMENT- II/FRONT OFFCE MANAGEMENT - II/ACCOMMODATION MANAGEMENT-II	2	2	4
BHM 603	HOSPITALITY MARKETING	2	2	4
BHM 604	FOOD COMMODITIES	2	2	4
BHM 605	CAREER SKILLS II	2	2	4
				16

SEMESTER: VII

BHM 701 A/B/C	SKILL ENHANCEMENT FOR MEDIA AND JOURNALISM IN HOSPITALITY/ APPLICATION OF COMPUTERS IN HOSPITALITY & TOURISM /WEB APPLICATION IN HOSPITALITY AND TOURISM	AUDIO VISUAL PER WEEL	ASSISGNMENT PER WEEK	TOTAL
BHM 702	HUMAN RESOURCE MENAGEMENT	2	2	4
BHM 703	SAFETY,SECURITY AND TRAVEL DOCUMENTATION	2	2	4
BHM 704	ELECTIVE - I	2	2	4
BHM 705	DISASTER MANAGEMENT IN TOURISM	2	2	4
	Total			16

SEMESTER VIII

BHM 801 A/B/C	WRITING SKILLS FOR HOSPITALITY (WRITING OF INDUSTRIAL REPORTS)/ HOSPITALITY OPERATIONS SOFTWARE SKILLS / TRADE PRESENTATION SKILLS	AUDIO VISUAL PER WEEK	ASSIGNMENT PER WEEK	TOTAL
BHM 802	HUMAN RESOURCE PRACTICES (INDUSTRIAL EXPOSURE)	2	4	6
BHM 803	SAFETY , SECURITY AND TRAVEL DOCUMENTATION FACILITATION MANAGEMENT PRACTICES (INDUSTRIAL EXPOSURE)	2	4	6
BHM 804	ELECTIVE – II	2	4	6
BHM 805	COMPREHENSIVE VIVA VOCE	2	4	6
	Total			24

SUBJECT LIST FOR BHM 704 (THEORY) AND BHM 804 (INDUSTRY EXPOSURE)

- A) CULINARY MANAGEMENT
- B) BAKERY MANAGEMENT
- C) INTERNATIONAL CUISINE
- D) FOOD SERVICE MANAGEMENT
- E) FRONT OFFICE MANAGEMENT
- F) ACCOMMODATION MANAGEMENT
- G) LAUNDRY MANAGEMENT
- H) RETAIL MANAGEMENT
- I) EVENT MANAGEMENT