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* Analytical Skills: To be taught by Mathematics / Statistics teachers (and partly by English Teachers)
* Entrepreneurship: To be taught by the teachers of Commerce or Management
* Leadership Education: To be taught by the teachers of Management or English or Telugu

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
UNIT – I:


UNIT – II:

Macro Nutrients: (a) Energy – Need for Energy, BMRSA, classification of activities (Sedentary, moderate & heavy) – Energy requirements. (b) Carbohydrates – Definition, Composition, Classification, functions, sources, daily requirements, deficiency and excess. (c) Proteins – Definition, composition, classification, mutual supplementation, functions, sources, daily requirements, deficiency. (d) Fats – Definition, composition, classification (saturated and unsaturated), plant and animal, visible and invisible fats, functions, sources, daily requirements, deficiency and excess.

UNIT – III:

Importance of PUFA, Rancidity, hydrogenation. Micronutrients: (a) Vitamins – Classification, functions, sources, deficiency (A, D, E, K, B1, B2 niacin, B6, B12 and folic acid). Nutritional losses upon cooking and ways to prevent it. (b) Minerals – Classification, functions and deficiency (calcium, iron, iodine, fluorine and sodium).

UNIT – IV:

Water and Diet: Importance of Water, Water balance, dehydration, ORT. Balanced Diet: Definition, importance factors affecting (age, sex, occupation, climate) RDA. Meal planning: Food groups – 5 food group (cereals and their products, pulses and legumes, milk and meat products, vegetables and fruits, fats and sugars). – Factors affecting meal planning, (physiological, psychological, economical, cultural and social) – Low budget diets with examples – New trends in restaurants with special emphasis on nutrition.

UNIT – V:

Food Microbiology: (A) Food spoilage and contamination: Classification – Routes of contamination. (B) Food poisoning: Types, causes and prevention (Staphylococcus, Salmonella, Clostridium). (C) Food infection and common food borne diseases: cholera, malaria, typhoid, amoebiasis – Sources, causes and symptoms. (D) Beneficial effects of microbes in food preparation dairy products, vegetables and bakery products, alcoholic beverages and Indian foods.

Recommended Readings:


D. A. R. SUBRAHMANYAM
CHAIRMAN
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Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: IV SEMESTER
EVENT MANAGEMENT (C.B.C.S)
THEORY PAPER

* For the batch of students admitted during the academic year 2015-16 only.

Hours per week : 5
Credits : 4
Max. Marks: 100
Semester end examination Marks: 75
Mid-Semester Examination Marks: 25

UNIT – I: INTRODUCTION
Meaning and understanding event – Types of events – Role and need for events. Event management meaning and importance of event management. Meaning and definition of event planning. Characteristics of an effective event planner.

UNIT – II: PLANNING
Planning an event: Determining the purpose of event – Knowing the goal of event. Understanding completely the event audience.

UNIT – III:
Events for increasing marketing and sales; events to create and enhance awareness; events to increase productivity; crossover events. Identifying the scope and size of the events – Social Vs. Business aspects. Outlining the needs of the event – Collecting and assessing information – Setting the specific objectives for the event.

UNIT – IV:

UNIT – V

Recommended Readings:
6. Event Planning Ethics and Etiquette – Publisher: John Wiley & Son, Publication.

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: IV SEMESTER
ADVANCED CULINARY PREPARATION (C.B.C.S)
THEORY PAPER

* For the batch of students admitted during the academic year 2015-16 only.

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UNIT – I:
Asian Cuisine: Chinese, Japan, Thai, Indo, Philippine different regions – influence of the cuisine, special ingredients, equipments, tools, preparation and technology involved.

UNIT – II:
European Cuisine: History & traditions of cuisines – French, Italy & Germany – Special Ingredients, equipments, preparation & technology involved.

UNIT – III:

UNIT – IV:

b) Latest introduction of Kitchen equipment and labour saving machines, economy of the fuels - Solar cooking, microwave cooking, Nouvelle cuisine, system catering – convenience foods, sous vide.

UNIT – V:

Recommended Readings:
2. Ranjit Ral - Tandoor
3. Mohini Sethi – Catering Management
5. Thangam. E. Phillip – Modern Cooking Vol. I.

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CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
BHM :: IV SEMESTER
ADVANCED CULINARY PREPARATION (C.B.C.S)
PRACTICAL PAPER (LAB)

* For the batch of students admitted during the academic year 2015-16 only.

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Menu – 1
Consomme Carmen
Poulet Saute Chasseur
Pommes Lorette
Haricots Verts
Salade de Betterave
Brioche
Baba au Rhum

Menu – 2
Bisque D Crevisse
Escalope De Veau Viennoise
Pommes Battaille
Courage Provencale
Epinard au Gratin
Crolsants
Gateau De Anana

Menu – 3
Crème Dubarry
Darse De Saumon Grille
Sauce Poloise
Pommes Fondant
Petits Poi A La Flammande
French Bread
Banana Tart

Menu – 4
Veloute Dame Blanc
Cote De Porc Charcuterie
Pommes De Terre A La Crème
Carottes Glace Au Gingembre
Salade Verte
Harlequin Bread
Chocolate Cream Puffs

Menu – 5
Cabbage Chowder
Poulet A La Rex
Pommes Marquise
Ratatouille
Salade De Carottes Et Celeri
Clover Leaf Bread
Savarin Des Fruits

Menu – 6
Barquettes Assortis
Stroganoff De Boeuf
Pommes Persilles
Salade De Concombre
Garlic Rolls
Crepe Suzette

Menu – 7
Duchesse Nantua
Poulet Maryland
Croquette Potatoes
Salade Nicolse
Brown Bread
Pate Des Pommes

Menu – 8
Kromeskies
Filet De Sole Walweska
Pommes Lyonnaise
Champignon au beurre
Bread Sticks
Souffle Milanaise

(P.T.O.)
Menu – 9
Vol-Au-Vent De Volaille St. Jambon
Crab Thermidor
Salade Waldorf
Vienna Rolls
Mousse Au Chocolat

Plus 4 Buffets
Cole Buffet
Hot Continental
Indian Regional

Chinese Menus
Menu – 1
Prawn Ball Soup
Fried Wontons
Sweet & Sour Pork
Hakka Noodles
Apple toffee
Menu – 3
Sweet corn soup
Shao Mai
Tung-Po Mutton
Yangchow Fried Rice
Fried Ice Cream

Menu – 5
Prawns in Garlic Sauce
Fish Szechwan
Hot & Sour Cabbage
Steamed noodles
Sweet Peanut Dumplings

International Menus
Spain
Gazpacho
Pollo En Pepitoria
Paella
Fritata De Patata
Pastel De Mazana

Menu – 10
Crabe En Coquille
Quiche Lorraine
Salade de Vlande
Pommes Parisienne
Focaccia
Crème Brulee

Menu – 2
Hot & Sour Soup
Beans Szechwan
Stir Fried Chicken & Peppers
Chinese Fried Rice
Bananas cooked in coconut milk

Menu – 4
Wonton Soup
Spring Rolls
Stir Fried Beef & Celery
Chow Mein
Lychees with Ice Cream

Italy
Minestrone
Ravioli Arabeata
Fettucine Carbonara
Pollo Alla Cacciatora
Medanzane Parmigiane
Grissini
Tiramisu

(P.T.O.)
Germany
Linsensuppe
Sauerbraten
Spatzle
Kartoffel Potato Salad
Pumpernickel
Apfel Strudel

U.K.
Scotch Broth
Roast Beef
Yorkshire Pudding
Glazed Carrots & Turnips
Roast Potato
Yorkshire Curd Tart
Crusty Bread

Greece
Soupe Avogolemeno
Moussaka A La Greque
Dolmas
Tzaziki
Baklava
Harlequin Bread

Demonstration of:
Charcuterie - Galantine
- Pate
- Terrines
- Mousselines

Bakery and Patisserie Practicals
Different types of:
Decorated Cakes
Gateaux
International Breads
Sorbets, Parfaits
Hot & Cold Desserts

Recommended Books:
1) H. L. Cracknell & Kaufmann – Practical Cookery
2) Ronald Kinton & Ceserani – Practical Cookery
3) Thangam. E. Philip – Modern Cookery – Vol-II
4) Wayne & Gissien – The Professional Bakery

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: IV SEMESTER
TOURISM MANAGEMENT (C.B.C.S.)

* For the batch of students admitted during the academic year 2015-16 only

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<th>Hours per week</th>
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UNIT – I:

**Introduction to Tourism:** Brief historical evolution and development. Definition of Tourism and its terms: Tour, Tourist, visitor and excursionist. The 5 A’s of tourism: Attraction, Accessibility, Accommodation, Amenities and Affordability.


UNIT – II:

**Constituents of tourism industry:** Primary Constituents: accommodation, food, transport, intermediaries, Govt. Organizations. Secondary Constituents: Shops and Emporiums, Handicrafts and Souvenirs, Local Transport, Communications Services, Publishing and Advertising Agencies, Entertainment, Touts and Brokers.


UNIT – III:

**The Travel Agent and Tour operator:** Meaning & definition of Travel Agent and Tour Operator. Functions of Travel Agency. Online Travel Agency.

Types of tour operators, inbound, outbound, domestic. Tour packaging: definition, components of a tour package, types of package tours. Setting up a travel agency.

**Documentation:** Passport: Definition, types, requirements for Passport. Visa: Definition, types of Visa, requirements for visa. Other travel regulations — health regulations, insurance, permits, etc.

**Guides & Escorts:** Definition, Role, functions and characteristics of Guides and Escorts. Guiding and Escorting a tour.

**Role of Transportation in tourism:** Rail Transportation. Road Transportation. Air Transportation. Water Transportation.

UNIT – IV:

**Role & functions of tourism organizations:** Govt. organizations: MTDC, ITDC, India Tourism, TFCI. Domestic Organization: TAAI, FHRAI.

International Organization: UNWTO, IATA

**Indian Culture and Heritage:** Indus Valley civilization, Religions in India, Forms of Architecture, Handloom and Handicraft and Dances of India. Indian Fairs & Festivals: Indian music. Indian Cuisine.

**Indian Tourist Destinations:** Major tourist attractions in India-North, South, East, West.

(P.T.O.)
UNIT – V:

World Tourist Destinations: World division according to IATA Continents, IATA – I, IATA – II, IATA – III, Present status of tourism in the world, Major tourist attractions in the world / Continents.

Itinerary Planning: Meaning, Basics of Itinerary planning, Steps in Itinerary Planning. Planning itineraries (Domestic and International) – Week-end, One week, Two weeks and more and Special interest Itineraries.

Recommended Readings:

2) Manjula Chowdary, Tourism Marketing., Oxford Higher Education.

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CHAIRMAN
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Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: IV SEMESTER
SALES AND MARKETING MANAGEMENT (C.B.C.S.)

* For the batch of students admitted during the academic year 2015-16 only

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UNIT – I:
Salesmanship: Meaning, definition, characteristics, concept, kinds, nature, evolution. Psychology in Selling: Scope, limitations, and importance; Sales Management: Meaning, definition, characteristics, principles, functions and importance. Difference between Sales Management and Marketing Management.

UNIT – II:
Marketing: Nature and scope of marketing; marketing concepts – traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing – characteristics of service.

UNIT – III:
Product: Concept of product, consumer and industrial goods; product planning and development; packaging – role and functions; branding: brand name and trade mark; product life cycle; after sales service.
Price: Importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.
Promotion: Promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations.

UNIT – IV:
Sales Planning: Meaning, Components, Elements, Types, Importance and Limitations. Sales Fields or Territories: Meaning, Definition, Objectives, Factors determining size, allocation of sales territories, steps in setting sales territories.

UNIT – V:
Consumer Behaviour: Meaning, definition, variables and factors affecting consumer behaviour. Buying motives: Meaning, kinds, chief buying motives, different types of consumers, behaviour and customer service.

Recommended Readings:

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
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D. A. R. SUBRAHMANYAM  
CHAIRMAN  
Board of Studies in Hotel Management  
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: V SEMESTER
FOOD & BEVERAGE MANAGEMENT (C.B.C.S.)
THEORY PAPER

* For the batch of students admitted during the academic year 2015-16 only

Hours per week: 5
Credits: 4
Max. Marks: 100
Semester end examination Marks: 75
Mid-Semester Examination Marks: 25

UNIT – I:
COST DYNAMICS: Elements of Cost - Classification of Cost. SALES CONCEPTS: Various Sales Concept-Uses of Sales Concept. INVENTORY CONTROL: Importance, Objectives, Methods, Levels and Techniques, Perpetual Inventory, Monthly Inventory, Pricing of Commodities, Comparison of Physical and Perpetual Inventory

UNIT – II:
Beverage Control: Purchasing (a) Receiving (b) Storing (c) Issuing (d) Sales Control Production Control (e) Standard Recipe (f) Standard Portion Size (g) Bar Frauds (h) Books maintained (i) Beverage Control. Sales Control (a) Procedure of Cash Control (b) Machine System (c) ECR (d) NCR (e) Preset Machines (f) POS (g) Reports (h) Thefts (i) Cash Handling

UNIT – III:
Budgetary Control: Definitions of Budget and Budgetary Control. Objectives, Frame Work, Key Factors, Types of Budgets, Master Budget, Budgetary Control, Variance Analysis, Standard Cost, Standard Costing, Cost Variances, Material Variances. Overhead Variances, Labor Variance, Fixed Overhead Variance, Sales Variance, Profit Variance. Labor Cost Control (a) Staffing (b) Payroll (c) Over time. Breakeven Analysis (a) Breakeven Chart (b) P V Ratio (c) Contribution (d) Marginal Cost (e) Graphs.

UNIT – IV:
Menu Merchandising (a) Menu Control (b) Menu Structure (c) Planning (d) Pricing of Menu. (e) Types of Menu (f) Menu is Marketing tool (g) Layout (h) Constraints of Menu Planning

UNIT – V:
MIS Reports (a) Calculation of actual cost (b) Daily Food Cost (c) Monthly Food Cost (d) Statistical Revenue Reports (e) Cumulative and non-cumulative

Recommended books

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CHAIRMAN
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Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: V SEMESTER
FACILITY MANAGEMENT (C.B.C.S)

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UNIT – I:
Hotel Classification and guidelines: Types of Hotels - architectural features, facilities and services in star category Hotels and Heritage Hotels – Guidelines for approval of Hotel Projects and for Classification of Hotels under 1, 2, 3, 4, 5 and 5 Star Delux Category.

UNIT – II:


UNIT – III:

UNIT – IV:

UNIT – V
Facilities for Physically Challenged: Importance of providing facilities for physically challenged persons – guidelines for planning facilities for physically challenged – Government of India rules for physically challenged guests. Master pieces in facility planning. Study of facilities in select Hotels such as Grand Hyatt, Mumbai; Marriott Hotel, Goa; The Bangla; The Park, Bangalore; The Taj Mahal Palace and Towers, Mumbai; ITC Grand Marata, Mumbai.

Recommended Readings:

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CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: V SEMESTER
HUMAN RESOURCE MANAGEMENT (C.B.C.S)

* For the batch of students admitted during the academic year 2015-16 only.

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UNIT 1:

UNIT 2:
HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.

UNIT 3:

UNIT 4:

UNIT 5:
Training and Management Development: Meaning of Training, Areas of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development, Evaluation of Training and Management Development.

Recommended Readings:

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY
B.H.M. :: V SEMESTER
ACCOMMODATION MANAGEMENT (C.B.C.S.)
* For the batch of students admitted during the academic year 2015-16 only

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UNIT – I:

UNIT – II:

UNIT – III:

UNIT – IV:
Communication in Rooms Division. Role and importance of communication. Types of communication. Barriers in communication. Effective communications. E-communication in Rooms.

UNIT – V:
Front Office as Sales Department. Coordination of Front Office with sales department. Importance of Front office as sales point. Sales promotion technique used by front office. Qualities of Front Office Staff to act as sales agent.

Recommended Readings:
1) Branson, Joan C & Lennox, Margarat – Hotel, Hostel & Hospital House Keeping – ELST 1999
3) Schneider, Madilin & Tucher – Professional House Keeper.

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CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: V SEMESTER
BAR MANAGEMENT (C.B.C.S.)

* For the batch of students admitted during the academic year 2015-16 only

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<th>Hours per week</th>
<th>Max. Marks:</th>
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<td>Mid-Semester Examination Marks: 25</td>
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</table>

UNIT – I:


UNIT – II:


UNIT – III:


UNIT – IV:


UNIT – V:

The Legal environment of Bar. The Rules and Regulations enforced by State Government and Local Authorities and their compliance.

Recommended Readings:

1. R. Singaravelavan, Food & Beverage Service., Oxford Higher Education.
3. Serving Food and Drink in the Bar, Stanley Thornes.

D. A. R. SUBRAHMANYAM
CHAIRMAN
Board of Studies in Hotel Management
Acharya Nagarjuna University
ACHARYA NAGARJUNA UNIVERSITY

B.H.M. :: V SEMESTER

CARGO AND AIR TICKETING MANAGEMENT (C.B.C.S.)

* For the batch of students admitted during the academic year 2015-16 only

<table>
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UNIT – I:

Role of air transportation in tourism – major entry points in India – history of air transportation – Major airports in India (domestic & international) – Role of AAI and DGCA. A brief account of IATA / ICAO – Three letter city codes and airport codes. Major world cities and airports and identifying cities and countries on the map.

UNIT – II:


UNIT – III:

Airlines Terminology – Airports and offline stations served by airlines – abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW) – International sale indicators – Global indicators.

UNIT – IV:

Passenger ticket: Different coupons – ticketing instructions and conjunctions tickets – Open-tickets, E-tickets and its advantages – Miscellaneous Charges Order (MCO) and prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

UNIT – V:

Types of fare – normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs / CIPs, introduction to special fares.

Recommended Readings:

1. Introduction to Airline Industry: IATA Study KIT.
5. Study Kit for IATA / UFTAA.
7. Airport, aircraft and airline security, Kenneth C Moore, Utterworthheinmann.

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