

**Minutes of the meeting of 1<sup>st</sup> Board of Studies of the Department of Hotel Management,  
KLU Business School held on February 1, 2014 at 10.00AM at Vaddeswaram.**

**Present:**

- 1) Prof. M. Bhaskara Rao, Director, K L U B S ... Chairperson
- 2) Mr. K Chandra Sekhar, Principal, Siddhartha Hotel Management College.
- 3) Mr. Srinivas Lahari, General Manager, Taj Gateway Hotel, Vijayawada.
- 4) Mr. Bhaskar Ranganadh Vardhi, Associate Professor
- 5) Prof. T Umamaheswara Rao, Professor
- 6) Dr. M Kishore Babu, Associate Professor
- 7) Mrs. K Hemamalini, Asst. Professor

**Invitee**

1. Dr. K Ramakrishna, Dean Academics

Prof. M.Bhaskar Rao, Director, KLUBS presided over the meeting and the following items of the business were transacted.

1. All the members are welcomed by the chair to tie first meeting of the Department of the BOS of the Hotel management.
2. The BHMCT is modular program. The students have a choice of exiting from the program at the end of three years with a degree as BHM or at the end of four years with a degree as BHMCT.
3. The following are the suggestions given by BOS members:
  - a) In the second semester the core subject are changed to nomenclature as Food Production, Food & Beverage Services, House Keeping and Front office instead of Principles before the subject name.

Year	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total	
I	11BH12K0	English Language Skills-I	1	0	2	3	2
	14BH12C6	Food Production	2	0	4	6	4
	14BH12C7	Food & Beverage Service	2	0	2	4	3
	14BH12C8	House Keeping	2	0	2	4	3
	14BH12C9	Front Office	2	0	2	4	3
	14BH12C0	Hotel Accountancy	2	0	2	4	3

- b) The Basic accountancy in II semester and Hotel accounting in III semester are clubbed and named it as Hotel Accountancy to be taught in II semester. The syllabus is as follows:

**Course Title: Hotel Accountancy**

**Course Code: 14BH12C0**

**Credits: 3**

**LTP: 3-0-0**

**Objective:** This subject intends to impart students the basic knowledge of Hotel Accounting required for the Hospitality Management and to prepare them to comprehend and utilize this knowledge for the day-to-day operations of the organization.

**Unit-I : Introduction to Accounting** - Terms and terminologies used in Accounting, Definition, Objectives and Importance of Accounting and Hotel Accounting, Principles of Double Entry System of -Book-keeping- Nature, Advantages and Principles- Classification of Accounts- Rules of Debit and Credit

**Unit II: Journal and Ledger** -Practical problems on Journalizing- simple and combination entries, Posting into Ledger & Balancing of Ledger Accounts- Subsidiary Books. Advantage, Proformas of Subsidiary books - Practical problems on preparation of Purchases, Sales, Returns and Special Functions Books.

**Unit-III: Allowances and Visitors Paid Out** -Meaning, Types and Proformas- Difference between Allowances & VPO.

**Unit IV: Guest Billing** - Proforma and Use of Visitors Tabular Ledger and Guest Weekly Bill Accounting of Bills receivable.

**Unit V: Final accounts of Small hotels and Restaurants** - Need for preparation of Trading account, Profit and Loss account and Balance Sheet-Practical problems on Trading account, Profit and Loss account and Balance Sheet with following-adjustments only - Closing stock, Outstanding and Prepaid expenses, Accrued and Pre- received-incomes, Depreciation of fixed assets and Staff meals.

**Reference Books**

1. Double entry Book-keeping -T.S.Grewal Eleventh Revised 2004 S. Chand & Sons 23, Daryaganj New Delhi-2
2. Hotel Accountancy & Finance- S.P Jain & K.L Narang First 1999 Kalyani Publishers B1/1292,Rajinder Nagar, Ludhiana
3. Hotel Accounting & Financial Control - Ozi D’Cunha Gleson Ozi D’Cunha – Fist-2002- Dickey Enterprises , Kandivali (W) Mumbai

**Recommended Text Books**

1. Book Keeping & Accountancy – L.N.Chopde, D.H.Choudhari- Fourteenth 1999-

Sheth Publishers Pvt. Ltd. Mumbai

2. Accounting in the Hotel & Catering Industry – Richard Kotas – Four – 1981-

International Textbook Company

- c) Hotel law is incorporated in III semester in place of Hotel accountancy. As it is an important subject that the student has to know before he is going for internship.
- d) Instead of Food Science in III semester the nomenclature has changed as Nutrition and Hygiene.
- e) As an Environmental study is a compulsory subject by UGC it is included in III semester.

Year	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total	
II	14BH21C6	Food Production Operations	2	0	4	6	4
	14BH21C7	Food & Beverage Service Operations	2	0	2	4	3
	14BH21C8	Accommodation Operations	2	0	2	4	3
	14BH21K0	Hotel laws	3	0	0	3	3
	14BH21K1	Nutrition & Hygiene	3	0	0	3	3
	14BH21K2	Food & Beverage Control	3	0	0	3	3

- f) In IV semester Principles of Management is been changed as Perspectives of Management.
- g) The external members have given option either Basic French/Hindi or any foreign languages can be taught in IV semester with a nomenclature Second Language.
- h) After every year the student will undergo 8 Weeks internship program anywhere in India / or 12 Weeks if they go any other country for internship.
- i) In the V Semester the nomenclature of Personality Development & Business Communications is changed to Soft Skills. Syllabus to be prepared by the CSS department.
- j) The Hospitality Marketing in V semester and Service Marketing in the VII semester are clubbed and gave the nomenclature as Hospitality and Service Marketing and have to be taught in V semester. The Curriculum is as follows:

**Course Title: Hospitality & Service Marketing**  
**Credits: 3**

**Course Code: 14BH31K1**  
**LTP: 3-0-0**

**Objective:** The subject aims to make the students understand importance of marketing in Hospitality Industry, concepts of the marketing, buying behaviors, market segmentation and marketing mix strategies for effective marketing of the hotel industry.

Course Curriculum:

**Unit I: Introduction to Marketing** -Definition of Marketing-Customer Orientation-Core Concept of Marketing-Marketing Management – Definition Philosophies and pillars of Marketing management-Introduction to 7 P’s of Marketing mix.

**Unit II: Services Marketing Mix-** 7 Ps of Services Marketing Mix; Product-Service Continuum; Standalone service products; Service products bundled with tangible products; Service Life Cycle. Pricing: Factors involved in pricing a service product; demand variation and capacity constraints; Methods of pricing of services.

**Unit III: Market Segmentation** -Definition & need for market segmentation-Basis for segmentation - Geographic, Demographic, Behavioral and Psychographics.

**Unit IV: Product –Definition-Levels of Product-** Hospitality products- Branding- New Product Development-Product Life Cycle- Product Differentiation-Pricing – Introduction-Internal & External affecting pricing-General Pricing methods-6.4 Pricing strategy adopted by hotels for-[Room tariff, F & B Items, Functions, Packages]

**Unit V: Distribution** -Definition and importance of Distribution system-Channel levels of distributions-Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotel representatives, National/ regional/ local/ tourist agencies, centralized reservation systems, airline based reservation systems, Internet]-Franchising- Alliances- Location of services.

#### **Reference Books**

1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc

#### **Recommended Text Book**

2. Hotel Marketing -S.M.Jha -Himalaya publishing House – Mumbai

3. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. – Australia

k) Human Resource Management in V semester and Organisational behavior in VII semester are combined and taught in V semester as HRM.

**Course Title: Human Resource Management**

**Course Code: 14BH31K2**

**Credits: 3**

**LTP: 3-0-0**

**Objective:** The understanding of Human Resources Management will help the students in identifying the significance and its role in the Hotel & Catering Industry. It will also help them to develop an attitude for positive Human Behaviour at work.

**Course Curriculum:**

**Unit I: Introduction to Human Resource Management** – Definition, Nature & Characteristics. Need for HRM in the Service Industry, Role of Human Resource Manager. Human Resource Planning - Concepts, Characteristics and Need, Job Analysis, Job Description & Job Specification, Recruitment & Selection: Sources & Modes of Recruitment, Tests & Interviews, and Selection Process.

**Unit II: Organizational Behaviour** - Definition of OB, relevance and its scope. Relationship to other fields - Objectives of OB - Behavioural Approach to Management. Organizational Design & Culture-Modern Organizational Design, Delegation & Decentralization, Organizational Culture, and Definition & Characteristics.

**Unit III: Human Resource Development** - Definition and Characteristics, Orientation & Induction, Training – Need & Importance. Difference between Training & Development Methods of Training, Performance Appraisal – Purpose & Methods, Promotion & Transfers.

**Unit IV: Wage & Salary Administration** - Job Evaluation – Concept & Objectives, Formulation of Compensation Structure, Regulatory Provisions, Fringe Benefits.

**Unit V: Grievances & Discipline** - Grievance Handling – Identifying Causes, Developing Grievance Handling Systems, Discipline – Concept, Causes of Indiscipline.

**Reference Books**

1. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S RnMalegaonkar
2. Personnel Management – Mamoria
3. Pramod Verma : Personnel Management in Indian Organisations.
4. Edwin b. Flippo : Personnel Management, McGraw Hill.

**Recommended Text Books**

1. Human Resource Management in the Hospitality Industry -Frank M /Mary LmMonochello
2. Guide for Labour Management – H L Kumar
3. Human Resource Management & Human Relations – V P Michael
4. Arun Monappa & S. Saiyuddain : Personal Management, Tata McGraw Hill.

5. 7 Habits of highly effective people – Steven Covey.

- l) In the fourth year, Chairperson suggested there will be one semester academics (teaching) and the second semester will be the Project Report based on respective Hotel internship. And this suggestion is appreciated by the members of the meeting and it is finalized that four core subjects and two Electives must be included in the fourth year I semester.

Year	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total	
IV	14BH41K0	Total Quality Management	3	0	0	3	3
	14BH41K1	Customer Relationship Management	3	0	0	3	3
	14BH41K2	Entrepreneurship	3	0	0	3	3
	14BH41K3	Accounting & Costing	3	0	0	3	3
	14BH41XX	Elective - I	2	0	2	4	3
	14BH41XX	Elective - II	2	0	2	4	3

- m) On this regard the selected subjects for the VII semester are Total Quality Management, Customer Relationship Management, Entrepreneurship and Accounting & Costing. The Electives were Food Production Management - I, Food and Beverage service Management-I, Accommodation Management – I, Food Production Management - II, Food and Beverage service Management-II, Accommodation Management – II.

Year	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total	
IV	14BH41E0	Food Production Management - I	2	0	2	4	3
	14BH41E1	Food & Beverage Services Management - I	2	0	2	4	3
	14BH41E2	Accommodation Management - I	2	0	2	4	3
	14BH41E3	Food Production Management - II	2	0	2	4	3
	14BH41E4	Food & Beverage Services Management - II	2	0	2	4	3
	14BH41E5	Accommodation Management - II	2	0	2	4	3

**Item 11.04**

**Follow up actions on the Minutes of the previous meeting(s) - 2014**

**Modification of course structure for BHMCT  
Course Structure & Codes for the Integrated BHMCT (IV Year) Program**

Year	Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	Semester I							Semester II						
1	11BH11K0	English Language Skills I	1	0	2	3	2	11BH12K0	English Language Skills II	1	0	2	3	2
	13BH11C6	Introduction to Food Production	2	1	2	5	4	14BH12C6	Principles of Food Production	2	0	4	6	4
	13BH11C7	Introduction to Food & Beverage Service	2	0	2	4	3	14BH12C7	Principles of Food & Beverage Service	2	0	2	4	3
	13BH11C8	Introduction to House Keeping	2	0	2	4	3	14BH12C8	Principles of House Keeping	2	0	2	4	3
	11BH11K3	Introduction to Information Technology	1	0	2	3	2	14BH12C9	Principles of Front Office	2	0	2	4	3
	13BH11C9	Introduction to Front Office	2	0	2	4	3	14BH12C0	Hotel Accountancy	3	0	0	3	3
	11BH11K6	Contemporary India*	3	0	0	3	0							
		<b>Total</b>		13	1	12	26	17		<b>Total</b>	12	0	12	24
	<b>14BH10N0- 12-Week Internship Program (6 Credits)</b>													
2	14BH21C6	Food Production Operations	2	0	4	6	4	14BH22C6	Food Production Management	2	0	4	6	4
	14BH21C7	Food & Beverage Service Operations	2	0	2	4	3	14BH22C7	Food & Beverage Service Management	2	0	2	4	3
	14BH21C8	Accommodation Operations	2	0	2	4	3	14BH22C8	Accommodation Management	2	0	2	4	3
	14BH21K0	Hotel Law	4	0	0	4	4	14BH22K0	Hotel Engineering	4	0	0	4	4
	14BH21K1	Nutrition & Hygiene	3	0	0	3	3	14BH22K1	Perspectives of Management	3	0	0	3	3
	14BH21K2	Food & Beverage Control	3	0	0	3	3	11BH22L0	Basic French	3	0	0	3	3
	11BH21K6	Environmental Studies	3	0	0	3	3							
		<b>Total</b>		19	0	8	27	23		<b>Total</b>	16	0	8	24
	<b>14BH20N0 - 12 Week Internship Program (6 Credits)</b>													

3	14BH31C6	Advanced Food Production	2	0	4	6	4	Internship	20
	14BH31C7	Advanced Food & Beverage Services	2	0	2	4	3		
	14BH31K0	Soft Skills	3	0	0	3	3		
	14BH31K1	Hospitality & Service Marketing	3	0	0	0	3		
	14BH31K2	Human Resource Management	3	0	0	3	3		
	14BH31K3	Travel and Tourism	3	0	0	3	3		
Total			16	0	6	19	19	Total	20

4	Course Code	Name of the Course	Contact Hours				Credits	Course Code	Name of the Course	Contact Hours				Credits
			L	T	P	Total				L	T	P	Total	
	14BH41K0	Total Quality Management	3	0	0	3	3	Project Internship	20					
	14BH41K1	Customer relation Management	3	0	0	3	3							
	14BH41K2	Entrepreneurship	3	0	0	3	3							
	14BH41K3	Accounting & Costing	3	0	0	3	3							
	14BH41XX	Elective - I	2	0	2	4	3							
	14BH41XX	Elective - II	2	0	2	4	3							
Total			16	0	4	20	18	Total	20					

Electives							Electives						
14BH41E0	Specialization in Food Production Management - I	2	0	2	4	3	14BH41E3	Specialization in Food Production Management - II	2	0	2	4	3
14BH41E1	Specialization in Food & Beverage Services Management - I	2	0	2	4	3	14BH41E4	Specialization in Food & Beverage Services Management - II	2	0	2	4	3
14BH41E2	Specialized Accommodation Management - I	2	0	2	4	3	14BH41E5	Specialized Accommodation Management - II	2	0	2	4	3