

BIRLA INSTITUTE OF TECHNOLOGY



CHOICE BASED CREDIT SYSTEM (CBCS) CURRICULUM

(Effective from Academic Session: Monsoon 2022)

BACHELORS OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

DEPARTMENT OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY

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Institute Vision

To become a Globally Recognised Academic Institution in consonance with the social, economic and ecological environment, striving continuously for excellence in education, research, and technological service to the National needs.

Institute Mission

- To educate students at Under Graduate, Post Graduate, Doctoral, and Post-Doctoral levels to perform challenging engineering and managerial jobs in industry.
- To provide excellent research and development facilities to take up Ph.D. programmes and research projects.
- To develop effective teaching learning skills and state of art research potential of the faculty.
- To build national capabilities in technology, education, and research in emerging areas.
- To provide excellent technological services to satisfy the requirements of the industry and overall academic needs of society.

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Graduate Attributes

- a) Develop students with an in-depth understanding of the operational aspects and knowledge of the underlying principles of the hotel industry.
- b) Making students familiar with the practical aspects of the hospitality industry.
- c) Develop professional skills of strategic management issues involved in operating hotels and train students for operational, supervisory and management positions.
- d) Enhance the techniques of advanced technological uses in hotel industry.
- e) *Business Knowledge* – Students will be able to master the key frameworks, models, and skills that reflect the body of knowledge in their major and will apply discipline-based habits of analytical thinking to problems and opportunities. Be skilled in the analysis of both qualitative information and quantitative data.
- f) *Communication Skills* – Students will be able to synthesize and summarize information and to professionally communicate their analyses, arguments, and recommendations to a variety of audiences. Be skilled in written, oral, and visual communication and will be able to effectively choose communication methods that are appropriate to the topic, objective, and setting.
- g) *Quantitative Skills* – Students will be able to understand, analyse and use quantitative data to make business decisions and report to stake holders. Identify quantitative characteristics of a problem, to examine and interpret numerical data and to analyse numerical data to derive conclusions.
- h) *Critical Thinking Skills* – Evaluate, analyse and interpret information to solve problems and make business decisions. Interpret and evaluate unstructured situations; to define the problem; to apply theories to ambiguous situations and to draw conclusions and implement solutions.
- i) *Technology* – Demonstrate proficiency in the use of information technology. Students will use information systems to select, manipulate and process data in a meaningful way in order to make business decisions and use software tools to solve accounting, financial and quantitative problems.
- j) *Ethics* – Understand and evaluate ethical issues and situations to make business decisions. Recognize ethical problems in both domestic and international business contexts identify alternatives and make appropriate ethical choices.
- k) *Multicultural and Diversity* – Students, particularly those who pursue the degree in international business concentration, will develop an awareness and understanding of the cultural issues that impact business operations in a global society.

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- 1) *Demonstrate learning* – Enhancing skills in hospitality core areas at various position of specialization addressing customer satisfaction.

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Programme Educational Objectives (PEOs)

- To develop capability to understand the fundamentals of Hotel industry for analyzing the business problems with futuristic approach.
- To foster a confident and competent graduate capable to solve real life practical Hotel Industry problems fulfilling the obligation towards society.
- To inculcate an attitude for identifying and undertaking developmental work both in Industry as well as academic environment with emphasis to continuous learning enabling to excel in competitive participation at a global level.
- To nurture and nourish effective communication and interpersonal skill to work in a team with a sense of ethics and moral responsibility for achieving goal.

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Programme Outcomes (POs)

Graduates will be able to:

- a) Develop students with an in-depth understanding of the operational aspects and knowledge of the underlying principles of the hotel industry.
- b) Making students familiar with the practical aspects of the hospitality industry.
- c) Develop professional skills of strategic management issues involved in operating hotels and train students for operational, supervisory and management positions.
- d) Enhance the techniques of advanced technological uses in hotel industry.
- e) *Business Knowledge* – Students will be able to master the key frameworks, models, and skills that reflect the body of knowledge in their major and will apply discipline-based habits of analytical thinking to problems and opportunities. Be skilled in the analysis of both qualitative information and quantitative data.
- f) *Communication Skills* – Students will be able to synthesize and summarize information and to professionally communicate their analyses, arguments, and recommendations to a variety of audiences. Be skilled in written, oral, and visual communication and will be able to effectively choose communication methods that are appropriate to the topic, objective, and setting.
- g) *Quantitative Skills* – Students will be able to understand, analyse and use quantitative data to make business decisions and report to stake holders. Identify quantitative characteristics of a problem, to examine and interpret numerical data and to analyse numerical data to derive conclusions.
- h) *Critical Thinking Skills* – Evaluate, analyse and interpret information to solve problems and make business decisions. Interpret and evaluate unstructured situations; to define the problem; to apply theories to ambiguous situations and to draw conclusions and implement solutions.
- i) *Technology* – Demonstrate proficiency in the use of information technology. Students will use information systems to select, manipulate and process data in a meaningful way in order to make business decisions and use software tools to solve accounting, financial and quantitative problems.
- j) *Ethics* – Understand and evaluate ethical issues and situations to make business decisions. Recognize ethical problems in both domestic and international business contexts identify alternatives and make appropriate ethical choices.

k) *Multicultural and Diversity* – Students, particularly those who pursue the degree in international business concentration, will develop an awareness and understanding of the cultural issues that impact business operations in a global society.

l) *Demonstrate learning* – Enhancing skills in hospitality core areas at various position of specialization addressing customer satisfaction.

Programme Specific Outcomes (PSOs)

1. Use fundamentals of Hospitality Industry concepts to provide business solutions.
2. Use operational procedures to run all the departments of Hospitality Industry smoothly and honoring the social obligation.
3. Use the fundamentals of business management to effectively lead a work force aiming at organizational goals with a sense of business ethics and moral values in competitive environment.

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BIRLA INSTITUTE OF TECHNOLOGY- MESRA, RANCHI
COURSE STRUCTURE OF BHMCT PROGRAM

Recommended scheme of study

Semester Study Comm (ended)	LEVEL	Category of course	Course Code	Subjects	Mode of delivery & credits <i>L-Lecture; T-Tutorial; P- Practical</i>			Total Credits C- Credits	
					L (Periods /week)	T (Periods /week)	P (Periods/ week)		
THEORY									
FIRST	First	FS Foundation Sciences	HM101	Food Science and Nutrition (FSN)	2	0	0	2	
	First	HMCC Hotel Management Core Course	HM102	Food Production Foundation -I	3	1	0	4	
			HM103	Food and Beverage Service – I	3	1	0	4	
			HM104	Foundation Course in Room Division - I	3	0	0	3	
	First	FS Foundation Sciences	BE101	Biological Science for Engineers	2	0	0	2	
	First	MC Mandatory Course	MC 101/102 /103/ 104	Choice of: NCC/NSS/ PT & Games/ Creative Arts (CA)	0	0	2	1	
	LABORATORIES								
	First	HMCC Hotel Management Core Course	HM105	Food Production Foundation Practical -I	0	0	6	3	
			HM106	Food and Beverage Service Practical – I	0	0	3	1.5	
			HM107	Foundation Course in Room Division Practical – I	0	0	3	1.5	
MT132			Communication Skills – I	0	0	3	1.5		
TOTAL (Theory + Labs)					13 hrs = 13 Cr.	2 hrs = 2 Cr.	17 hrs= 8.5 Credits	23.5	
THEORY									
SECOND	First	GHMC General Hotel Management Course	HM108	Business Computing	3	0	0	3	

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	MC	CE101	Environmental Science	2	0	0	2
First	HMCC Hotel Management Core Course	HM109	Food Production Foundation - II	3	1	0	4
		HM110	Food and Beverage Service - II	3	1	0	4
		HM111	Foundation Course in Room Division - II	3	0	0	3
First	MC Mandatory Course	MC 105/106 /107/10 8	Choice of: NCC/NSS/ PT & Games/ Creative Arts (CA)	0	0	2	1
LABORATORIES							
First	GHMC General Hotel Management Course	HM112	Business Computing Practical	0	0	3	1.5
First	HMCC Hotel Management Core Course	HM113	Food Production Foundation Practical -II	0	0	6	3
		HM114	Food and Beverage Service Practical - II	0	0	3	1.5
		HM115	Foundation Course in Room Division Practical - II	0	0	3	1.5
TOTAL (Theory + Labs)				14 hrs = 14 cr.	2 hrs. = 2 cr.	17 hrs = 8.5 credits	24.5
GRAND TOTAL FOR FIRST YEAR							48.0

THEORY				L (Periods /week)	T (Periods /week)	P (Periods/ week)	C	
THIRD	Second	GHMC General Hotel Management Course	HM201	Introduction to Tourism, Travel and Hospitality Industry	3	0	0	3
	Second	HMCC Hotel Management Core Course	HM202	Food Production Operation -I	3	1	0	4
			HM203	Food and Beverage Service - III	3	1	0	4
			HM204	Accommodation Operation - I	3	0	0	3
			HM205	Front Office Operation - I	3	0	0	3
Second	UHV 2	MT131	Understanding Harmony	2	1	0	3	

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	Mandatory Course						
Second	MC Mandatory Course	MC 201/202 /203/204	Choice of: NCC/NSS/ PT & Games/ Creative Arts (CA)	0	0	2	1
LABORATORIES							
Second	HMCC Hotel Management Core Course	HM206	Food Production Operation Practical - I	0	0	6	3
		HM207	Food and Beverage Service Practical- III	0	0	3	1.5
		HM208	Accommodation Operation Practical - I	0	0	3	1.5
		HM209	Front Office Operation Practical -I	0	0	3	1.5
TOTAL (Theory + Labs)				17 hrs. = 17 cr.	3 hrs = 3 Credit	17 hrs= 8.5 Credits	28.5

THEORY

Second	GHMC General Hotel Management Course	HM210	Basic Accounting	3	0	0	3
Second	HMCC Hotel Management Core Course	HM211	Food Production Operation -II	3	0	0	3
		HM212	Food and Beverage Service - IV	3	0	0	3
		HM213	Accommodation Operation - II	3	0	0	3
		HM214	Front Office Operation - II	3	0	0	3
Second	OE Open Elective *	*	Open Elective I	3	0	0	3
Second	MC Mandatory Course	MC 205/206 /207/208	Choice of : NCC/NSS/ PT & Games/ Creative Arts (CA)	0	0	2	1
LABORATORIES							
Second	HMCC Hotel	HM215	Food Production Operation Practical - II	0	0	6	3

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Management Core Course	HM216	Food and Beverage Service Practical- IV	0	0	3	1.5
	HM217	Accommodation Operation Practical - II	0	0	3	1.5
	HM218	Front Office Operation Practical -II	0	0	3	1.5
TOTAL (Theory + Labs)			18 hrs. = 18 cr.		17 hrs= 8.5 Credits	26.5
GRAND TOTAL FOR SECOND YEAR						55

THEORY				L (Periods/week)	T (Periods/week)	P (Periods/week)	C
Third	FS Foundation Sciences	HM306	Diet Therapy	2	0	0	2
	OE Open Elective */MOOC	*	Open Elective II / MOOC - I	3	0	0	3
Third	GHMC General Hotel Management Course	HM307	Hotel Marketing	3	0	0	3
		HM308	CRM in Hospitality Industry	3	0	0	3
Third	PE Program Elective #	#	Program Elective I	3	0	0	3
		#	Program Elective II	3	0	0	3
LABORATORIES							
Third	GHMC General Hotel Management Course	HM317	Personality Development Lab	0	0	3	1.5
Third		MT 133	Communication Skills II	0	0	3	1.5
Third	PE Program Elective #	#	Program Elective III	0	0	3	1.5
TOTAL (Theory + Labs)				17 hrs = 17 Credits	0	9 hrs= 4.5 Credits	21.5

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				Theory				
Third	GHMC General Hotel Management Course	HM301	Industrial Training (18 WEEKS)	0	0	0	20	
TOTAL (Industrial Training)				0	0	0	20	
GRAND TOTAL FOR THIRD YEAR							41.5	

THEORY				L (Periods /week)	T (Periods /week)	P (Periods/ week)	C
Fourth	GHMC General Hotel Management Course	HM401	Tourism Operation	2	0	2	3
Second	MC Mandatory Course	MT204	Constitution of India	2	0	0	0
Fourth	PE Program Elective #	#	Program Elective IV	3	0	0	3
	OE Open Elective */MOOC	*	Open Elective III	3	0	0	3
		*	Open Elective IV/MOOC-II	3	0	0	3
LABORATORIES							
Fourth	PE Program Elective #	#	Program Elective V	0	0	3	1.5
TOTAL (Theory + Labs)				13 hrs = 11 Credits	0	5 hrs= 2.5 Credits	13.5

THEORY							
Fourth	GHMC General Hotel Management Course	HM 415	Organizational Behavior	3	0	0	3

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Fourth	GHMC General Hotel Management Course	HM 416	Human Resource Management	3	0	0	3
Fourth	GHMC General Hotel Management Course	HM 417	Retail Management	3	0	0	3
LABORATORIES							
Fourth	GHMC General Hotel Management Course	HM 418	Project	0	0	6	3
TOTAL (Theory + Labs)				9 hrs = 09 Credits	0	6 hrs= 3.0 Credits	12.0
GRAND TOTAL FOR FOURTH YEAR							25.5

TOTAL CREDITS

170

Students of BHMCT program will opt
 Elective offered by other departments.
 Students have the option to select OE-II/
 OC - I in 6th Sem and OE IV or MOOC - II
 Sem. (from the Swayam portal) after
 approval from the Department.
 Students may opt program electives (PE)
 list provided.
 MOOC is offered under OE.

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Department of Hotel Management and Catering Technology
PROGRAMME ELECTIVES (PE)*
OFFERED FOR LEVEL 1-4

PE / LEVEL	PE	Code no.	Name of the PE subjects	(Prerequisites - Nil for all the subject) Co-requisites Subjects with code	L	T	P	C
3	PE I	HM309	Advance Indian Cuisine	HM318 Advance Indian cuisine Practical	3	0	0	3
3		HM311	Advance Food and Beverage Service	HM319 Advance Food and Beverage Service Practical	3	0	0	3
3		HM313	Front Office Management - I	HM314 Front Office Management - II HM320 Front Office Management Practical	3	0	0	3
3		HM315	Accommodation Management - I	HM316 Accommodation Management - II HM321 Accommodation Management Practical	3	0	0	3
3	PE II	HM310	Food Production and Bakery Management	NIL	3	0	0	3
3		HM312	Food and Beverage Control	NIL	3	0	0	3
3		HM314	Front Office Management - II	HM313 Front Office Management - I HM320 Front Office Management Practical	3	0	0	3
3		HM316	Accommodation Management - II	HM315 Accommodation Management - I HM321 Accommodation Management Practical	3	0	0	3
3	PE III	HM318	Advance Indian Cuisine Practical	HM309 Advance Indian Cuisine	0	0	3	1.5
3		HM319	Advance Food and Beverage Service Practical	HM311 Advance Food and Beverage Service	0	0	3	1.5
3		HM320	Front Office Management Practical	HM313 Front Office Management - I HM314 Front Office Management - II	0	0	3	1.5
3		HM321	Accommodation Management Practical	HM315 Accommodation Management - I HM316 Accommodation Management - II	0	0	3	1.5
4	PE IV	HM403	International Cuisine	HM407 International Cuisine Practical	3	0	0	3
4		HM404	Food and Beverage Management	HM408 Food and Beverage Management practical	3	0	0	3
4		HM405	Advance Front Office Management	HM409 Advance Front Office Management practical	3	0	0	3
4		HM406	Advance Accommodation Management	HM410 Advance Accommodation Management practical	3	0	0	3

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DEPARTMENT OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY
OPEN ELECTIVES (OE)*
OFFERED FOR LEVEL 1-4

OE / LEVEL	Code no.	Name of the OE subjects	Prerequisites Subjects with code	L	T	P	C
3	HM322	Hospitality Marketing	NIL	3	0	0	3
3	HM323	Tourism Management	NIL	3	0	0	3
3	HM324	Consumer Behavior	NIL	3	0	0	3
3	HM325	Hotel Entrepreneurship	NIL	3	0	0	3
3	HM326	Event Management	NIL	3	0	0	3

* OPEN ELECTIVES: Offered to the students of other UG programs

Department of Hotel Management and Catering Technology
Minor in HMCT

Semester of Study (Recommended)	Level	Category of course	Course Code	Subjects	Mode of delivery & credits <i>L-Lecture; T-Tutorial; P-Practicals</i>			Total Credits <i>C-Credits</i>		
					L <i>(Periods /week)</i>	T <i>(Periods /week)</i>	P <i>(Periods /week)</i>			
FIFTH	Second	Minor #	THEORY					C		
			HM219	Fundamentals of Hospitality & Tourism	2	0	0	2		
			HM220	Food Production	3	0	0	3		
			HM221	Food & Beverage service	3	0	0	3		
			LABORATORIES							
			HM222	Food Production Practical	0	0	3	1.5		
			HM223	Food & Beverage service Practical	0	0	3	1.5		

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TOTAL (Theory + Labs)				8 hrs = 8 Credits	0	6 hrs= 3 Credits	11		
SIXTH	Third	Minor #	THEORY		L (Periods /week)	T (Periods /week)	P (Periods /week)	C	
			HM302	Front Office	3	0	0	3	
			HM303	Accommodation Operation	3	0	0	3	
			LABORATORIES						
			HM304	Front Office Practical	0	0	3	1.5	
			HM305	Accommodation Operation Practical	0	0	3	1.5	
TOTAL (Theory + Labs)				6 hrs = 6 Credits	0	6 hrs= 3 Credits	9		

Total Credit	20
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Minor in HMCT: Offered to students of other UG Programs to earn Minor in HMCT

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COURSE INFORMATION SHEET

Course code: HM 402
Course title: Organizational Behaviour
Pre-requisite(s):
Co-requisite(s):
Credits: 3 L: 3 T: 0 P: 0
Class schedule per week: 3
Class: BHMCT
Semester / Level: 8/4
Branch: HMCT
Name of Teacher: Gautam Shandilya

Course Objectives

This course enables the students:

A.	To understand the nature of organizations, reasons why they exist, and organizational effectiveness
B.	To understand the factors affecting individual behaviour
C.	To understand the factors affecting group behaviour
D.	To understand the factors affecting organizational behaviour
E.	To understand the organizational behaviour across cultures in terms of motivation, rewards and managerial responses

Course Outcomes

After the completion of this course, students will be able to:

1.	Explain the meaning of organizational behaviour
2.	Explain the factors influencing individual behaviour
3.	Explain the factors influencing group behaviour
4.	Explain the factors influencing organizational behaviour
5.	State the relationship between culture and organizational behaviour

Syllabus

Module 1 A Prelude to Organizational Behaviour

Introduction; nature and importance of organizational behaviour; OB: the emerging challenges; historical evolution of organizational behaviour; approaches to organizational behaviour

(5 Lecture)

Module 2 Foundations of Individual Behaviour

Personality; Perception, learning and behaviour modification; attitudes, values and job satisfaction; motivation- basic concepts, theories and principles

(11 Lecture)

Module 3 Foundations of Group Behaviour

Group dynamics; team dynamics- teams and team work; power and politics; conflict and negotiation; leadership, contemporary issues in leadership; communication

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(8 Lecture)

Module 4 Foundations of Organizational Behaviour

Organizations; organizational culture, creativity and innovation; organizational change and development, management of change

(8 Lecture)

Module 5 Organizational Behaviour & Culture

Introduction; culture- communication, negotiation, leadership, HR policies, compensation practices

(8 Lecture)

Text books:

1. Rao, V.S.P. *Organizational Behaviour*, Excel Books, 2011.
2. Aswathappa, K. *Organizational Behaviour*, Himalaya Publishing House, 2009.

Reference books:

1. Ghosh, P.K. and Ghosh, P. *Organizational Behaviour*, University Science Press, 2013.
2. Singh, K. *Organizational Behaviour*, Pearson, 2013.
3. Newstorm, J.W. and Davis, K. *Organizational Behaviour human behaviour at work*, Tata McGraw-Hill, 2002.
4. Greenberg, J. and Baron, R.A. *Behaviour in Organizations*, PHI, 2008.

Gaps in the syllabus (to meet Industry/Profession requirements) - Nil

POs met through Gaps in the Syllabus -N/A

Topics beyond syllabus/Advanced topics/Design -N/A

POs met through Topics beyond syllabus/Advanced topics/Design -N/A

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

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COURSE INFORMATION SHEET

Course code: HM403
Course title: Human Resource Management
Pre-requisite(s): Nil
Co-requisite(s): Nil
Credits: 3 L:3 T: P:
Class schedule per week: 03
Class: BHMCT
Semester / Level: 08/4
Branch: HMCT
Name of Teacher: Rajeshwari Chatterjee

Course Objectives

This course enables the students:

A.	To know the concept of human resource management.
B.	To explain the concept of recruitment and selection.
C.	To know job evaluation process for industries.
D.	To assess performance appraisal process for the organization.
E.	To determine the basic elements of training and apply at the workplace.

Course Outcomes

After the completion of this course, students will be able to:

1.	Integrate human resource role and skills at the workplace
2.	Devise different types of recruitment and selection plans.
3.	Create design of complete job evaluation methods.
4.	To demonstrates effective performance appraisal methods.
5	To devise effective training and development methods at the workplace.

Syllabus

Module 1

Evolution of HRM as a subject, HRM functions, roles and process, Basics of HR Planning. (8 Lectures)

Module 2 Recruitment and Selection

HR Policy on Recruitment, Recruitment Plan, Recruitment process Policies on Promotion Transfer, Compensation Retention, Selection methods. (8 Lectures)

Module 3 Job Description

Job Analysis and Job Evaluation: Job analysis, concepts, process, uses, limitations; Job Description, Job Specification; Job Evaluations: concepts, methods. (8 Lectures)

Module 4 Performance Appraisal

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Purpose, factors affecting performance appraisal, methods, and system of performance appraisal (8 Lectures)

Module 5 Training and Development

Need & importance, assessment of training needs, Designing Training Programme, Importance of learning principles to this end, Methods of Training: On-the-job training, Off-the-job training; (8 Lectures)

Textbooks:

1. D J Bell, Planning Corporate Manpower, Longman
2. J W Walker, Human Resource Planning, Mc Graw Hill
3. B O Pettman & G Taverneir, Manpower Planning Workbook, Gower
4. M Bennison & J Casson, The Manpower Planning Handbook, Mc Graw Hill

Reference books:

1. G Bolander, S Snell & A Sherman, Managing Human Resources, Thomson
2. C B Mamoria & S V Gankar, Personnel Management, Himalaya
3. N P Rajsekharan, Competency Web, University Press
4. Strategic HRP, Paul Turner, Jaico

Gaps in the syllabus (to meet Industry/Profession requirements) - Nil

POs met through Gaps in the Syllabus -N/A

Topics beyond syllabus/Advanced topics/Design -N/A

POs met through Topics beyond syllabus/Advanced topics/Design -N/A

Course Delivery methods
Lecture by use of boards/LCD projectors/OHP projectors
Tutorials/Assignments
Seminars
Mini projects/Projects
Laboratory experiments/teaching aids
Industrial/guest lectures
Industrial visits/in-plant training
Self- learning such as use of NPTEL materials and internets
Simulation

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5

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End Semester Examination	50
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Indirect Assessment –

1. Student Feedback on Course Outcome

Mapping between Objectives and Outcomes

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1	1	2	3		2	1	3	1	2		2	1	3	2	1
CO2	1	2	3		2		3	1	2	1	2		3	2	1
CO3	1	2	3	1	2	1	3		2	1	2	1	3	2	1
CO4	1	2	3	1	2	1	3	1	2	1	2	1	3	2	2
CO5	2	2	3	1	2		3		2	1	2	1	3	2	1

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low)

2: Moderate (Medium)

3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

CD	Course Delivery methods	Course Outcome	Course Delivery Method
CD1	Lecture by use of boards/LCD projectors/OHP projectors	CO1	CD1, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD3, CD8
CD3	Seminars	CO3	CD1, CD2, CD3, CD8
CD4	Mini projects/Projects	CO4	CD1, CD2, CD3, CD8
CD5	Laboratory experiments/teaching aids	CO5	CD1, CD2, CD3, CD8
CD6	Industrial/guest lectures		
CD7	Industrial visits/in-plant training		
CD8	Self- learning such as use of NPTEL materials and internets		
CD9	Simulation		

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COURSE INFORMATION SHEET

Course code: HM404
Course title: Retail Management
Pre-requisite(s): NIL
Co-requisite(s): NIL
Credits: 3 L: 3 T: P:
Class schedule per week: 03
Class: BHMCT
Semester / Level: Eighth/Four
Branch: HMCT
Name of Teacher: Dr. Abhinav Kumar Shandilya

Course Objectives

This course envisions to impart to students to:

1.	Understand the concepts of retailing, types of stores and their layouts/designs and consumer behaviour.
2.	Understand the consumer behaviour of different market segments
3.	Understand the retail location decisions and site selection
4.	Understand the merchandise assortment and retail prices
5.	Understand the communication strategy for retail stores

Course Outcomes

After the completion of this course, students will be able to:

CO1	Explain the concepts of retailing, types of stores and their layouts/designs and consumer behaviour.
CO2	Examine the consumer behaviour of different market segments
CO3	Evaluate the retail location decisions and site selection
CO4	Design the merchandise assortment and retail prices
CO5	Employ the communication strategy for retail stores

SYLLABUS

MODULE	(NO. OF LECTURE HOURS)
Module – I Retailing Introduction, retail industry in India, retailers, retail institutions - store base retailing, non-store-based retailing, store layout	8
Module – II Retail customers Consumer behaviour, buying decisions, buying process, retail market segmentation	8
Module – III Retail locations and site selections Importance of locations, Types, location decision, site selection, site selection analysis	8
Module- IV Merchandise management Merchandise assortment, assortment planning process, financial aspect, buying, retail pricing	8
Module - V Retail communications Communication methods, Planning communications, Promotions mix - advertisement, sales promotions, personal selling, publicity	8

Textbooks:

1. Levy & Weitz, *Retailing Management*, Tata McGraw-Hill publishing Company Ltd., 2013
2. Chetan Bajaj, Rajnish Tuli and Nidhi Srivastava, *Retail Management*, Oxford University Press, 2010

Reference books:

1. Roger Cox and Paul Brittain, *Retailing An Introduction*, Pearson Education, 2004
2. Barry R. Berman, Joel R. Evans and Patrali M. Chatterjee, *Retail Management: A Strategic Approach* by, Pearson Education, 2018
3. David Gilbert, *Retail Marketing Management*, Pearson Education, 2006
4. R. K. Jain, *Retail Management*, Vay Education of India, 2009

Gaps in the syllabus: Nil

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POs met through Gaps in the Syllabus: - N/A

Topics beyond syllabus/Advanced topics/Design: -N/A

POs met through Topics beyond syllabus/Advanced topics/Design -N/A

Course Outcome (CO) Attainment Assessment tools & Evaluation procedure

Direct Assessment

Assessment Tool	% Contribution during CO Assessment
First Quiz	10
Mid Semester Examination	25
Second Quiz	10
Teacher's Assessment	5
End Semester Examination	50

Assessment Component	CO1	CO2	CO3	CO4	CO5
End Sem Examination	10	10	10	10	10
Mid Sem Examination	10	10	5		
Quiz (s)		10		10	
Assignment					5

Indirect Assessment

1. Student's Feedback on Course Outcome.

Mapping of Course Outcomes onto Program Outcomes

Course Outcome	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1	2	2	2		1	2	2	2				1	2	2	
CO2	2	2	2		2	1	2	2				1	2	2	
CO3	2	2	2		1	1	2	2		2		1	2	2	
CO4	2	2	2		1	3	2	2				1	2	1	
CO5	2	2	2		2	2	2	2		1		1	2	1	

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low)

2: Moderate (Medium)

3: Substantial (High)

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COURSE INFORMATION SHEET

Course code: HM 405
Course title: Project
Pre-requisite(s): NIL
Co-requisite(s): NIL
Credits: 3 L: T: P: 6
Class: BHMCT
Semester/Level: Eighth/ Fourth
Branch: HMCT
Name of Teacher:

Course Objectives

This course envisions to impart to students to:

1.	Know the concept of research, procedure, and application for various real-life situations.
2.	Understand different research design, tools and techniques to conduct research.
3.	Learn report writing and presentation

Course Outcomes

After the completion of this course, students will be able to:

CO1	Assess real life problems and solutions.
CO2	Plan research design.
CO3	Apply correct tools and techniques to conduct research.
CO4	Prepare research report and presentations.

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Outcome													Specific Outcomes (PSOs)		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO1	3	3	3	2	2	2	3	1	1	2	3	2	3	2	2
CO2	3	3	3	3	3	3	2	1	3	2	1	3	3	2	3
CO3	3	3	3	2	2	2	2	2	3	3	3	2	3	2	3
CO4	3	3	3	3	3	3	2	3	2	3	2	3	3	2	2

Correlation Levels 1, 2 or 3 as defined below:

1: Slight (Low)

2: Moderate (Medium)

3: Substantial (High)

Mapping Between COs and Course Delivery (CD) methods

Research Project

CD Code	Course Delivery Methods	Course Outcome	Course Delivery Method Used
CD1	Lecture by use of Boards/LCD Projectors	CO1	CD1, CD2, CD3, CD5, CD6, CD7, CD8
CD2	Tutorials/Assignments	CO2	CD1, CD2, CD3, CD5, CD6, CD7, CD8
CD3	Seminars	CO3	CD1, CD2, CD3, CD5, CD6, CD7, CD8
CD4	Mini Projects/Projects	CO4	CD1, CD2, CD3, CD5, CD6, CD7, CD8
CD5	Laboratory Experiments/Teaching Aids		
CD6	Industrial/Guest Lectures		
CD7	Industrial Visits/In-plant Training		
CD8	Self- learning such as use of NPTEL Materials and Internets		
CD9	Simulation		

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