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Bachelor of Hotel Management

VI Semester

Course Code	Course Type	Subject	Credit Hours
BHM-361	Foundation	Quality Service Management	3
BHM-362	Foundation	Research Methodologies	3
BHM-363	Core	Resort Management	3
BHM-364	Core	Professional Seminar	3
BHM-365	Foundation	Logistics & Supply Chain Management	3
BHM-366-I	Specialization	Food Production Management	3
BHM-366-II	Specialization	Rooms Division Management	3
BHM-366-III	Specialization	Restaurant & Catering Management	3

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**Quality Service Management
Semester: VI**

Course Type: Foundation; Course Code: BHM 361	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 60%	Internal Assessment: 40%

Course Objectives:

This course aims to develop students' understanding of service quality principles and their application in the hospitality industry. It focuses on managing guest experiences, training staff for service excellence, and measuring performance using various tools. Students will gain the knowledge and skills to implement and maintain high-quality service standards in hotels, restaurants, and other hospitality settings.

Course Contents:

Unit 1: Introduction to Service Quality in Hospitality

LH 6

- Concept of service and service quality
- Characteristics of hospitality services (intangibility, perishability, variability, inseparability)
- Importance of quality service in hospitality
- Service-profit chain and its relevance

Unit 2: Dimensions of Service Quality

LH 7

- The Five Dimensions of SERVQUAL model: Tangibles, Reliability, Responsiveness, Assurance, Empathy
- Understanding customer expectations and perceptions
- Service gaps model and quality gaps
- Measuring service quality in hospitality organizations
- Global benchmarks for evaluating service quality

Unit 3: Designing and Standardizing Quality Service

LH 6

- Blueprinting service processes
- Designing service delivery systems
- Standard operating procedures (SOPs) for quality assurance
- Role of physical environment and service design
- Importance of consistency in global brand standards

Unit 4: Guest Experience Management

LH 6

- Stages of the guest experience journey
- Personalization and customization of service
- Creating memorable guest experiences
- Managing emotions and guest psychology
- Service recovery and complaint handling

Unit 5: Service Leadership and Culture

- Role of leadership in service quality
- Building a service-oriented culture

LH 5



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- Empowering employees for quality service delivery
- Internal marketing and employee engagement
- Leading by example: Hotel brands' approaches

Unit 6: Quality Management Tools and Techniques

LH 5

- Total Quality Management (TQM) in hospitality
- Quality circles, Kaizen, Six Sigma basics
- Benchmarking and best practices
- Quality audits and feedback systems

Unit 7: Training and Development for Service Excellence

LH 4

- Importance of service training in hospitality
- Designing effective service training programs
- Monitoring performance and continuous improvement
- Cross-cultural service training in diverse environments

Unit 8: Technology and Innovation in Service Delivery

LH 5

- Role of technology in enhancing service quality
- Contactless services and mobile guest engagement
- Use of CRM and guest feedback platforms
- AI and automation in personalized service

Unit 9: Quality Standards and Certifications in Hospitality

LH 4

- ISO and quality certification in hotels and restaurants
- Global service standards (e.g., Forbes Travel Guide, AAA, HACCP for F&B, Michelin, tripadvisor rating, google rating)
- Sustainable service practices and eco-labels
- Quality management in the context of Nepali hospitality industry

Suggested Readings:

- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill.
- Kandampully, J. (2013). *Services Management: The New Paradigm in Hospitality* (2nd ed.). Pearson.
- Lovelock, C., & Wirtz, J. (2021). *Services Marketing: People, Technology, Strategy* (9th ed.). Pearson.
- Hayes, D. K., Ninemeier, J. D., & Miller, A. A. (2021). *Hotel Operations Management* (3rd ed.). Pearson.
- Baker, S., & Huyton, J. (2022). *Quality Management in Hospitality: Best Practices and Tools*. Routledge.

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Research Methodologies
Semester: VI

Course Type: Foundation; Course Code: BHM 362	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 60%	Internal Assessment: 40%

Course Objectives:

This course aims to introduce students to the principles and practices of research with specific application in the hospitality industry. Students will learn how to plan, design, conduct, and report research relevant to hotel management and tourism. Emphasis is placed on preparing students to conduct independent research projects and seminar papers aligned with global hospitality standards and local context. By the end of the course, students will be able to critically evaluate research, collect and analyze data, and present findings effectively.

Course Contents:

Unit 1: Introduction to Research in Hospitality

LH 5

- Definition and significance of research in the hospitality industry
- Types of research: Basic vs Applied, Qualitative vs Quantitative
- Role of research in global hospitality development
- Research and decision-making in hotel management

Unit 2: Research Process and Problem Formulation

LH 6

- Steps in the research process
- Identifying and defining research problems
- Setting objectives and research questions
- Reviewing literature: Purpose, sources, and strategies
- Hypothesis: Meaning, types, formulation

Unit 3: Research Design and Proposal Writing

LH 6

- Meaning and types of research design (exploratory, descriptive, causal, case study, correlational, experimental, etc)
- Importance of a good research design
- Structure and components of a research proposal
- Writing research proposals for seminar papers and hospitality projects

Unit 4: Sampling and Data Collection Methods

LH 6

- Sampling techniques: Probability and non-probability sampling
- Sample size determination
- Meaning & importance of data
- Primary data collection methods: Survey, interview, observation
- Secondary data sources in hospitality
- Tools for global hospitality data collection (e.g., TripAdvisor, Statista)

Unit 5: Measurement and Scaling Techniques

LH 4

- Variables, constructs, and indicators

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- Levels of measurement: Nominal, Ordinal, Interval, Ratio
- Scaling techniques: Likert scale, semantic differential, ranking scales
- Designing hospitality-related questionnaires

Unit 6: Data Analysis and Interpretation

LH 6

- Organizing and coding data
- Descriptive statistics: Mean, median, mode, standard deviation
- Introduction to inferential statistics
- Use of software tools (Excel, SPSS, Google Forms) for analysis
- Interpretation and presentation of findings

Unit 7: Report Writing and Presentation

LH 7

- Structure of research reports
- Writing seminar papers and academic research reports
- Referencing styles and avoiding plagiarism
- Presentation techniques for research findings in seminars

Unit 8: Ethics in Hospitality Research

LH 4

- Ethical considerations in research
- Informed consent and confidentiality
- Cultural sensitivity in hospitality research
- Ethical issues in data collection and reporting

Unit 9: Application of Research in the Hospitality Industry

LH 4

- Using research for strategic decision-making in hotels
- Market research, guest satisfaction studies, feasibility studies
- Case studies of hospitality research globally and in Nepal
- Emerging trends: Big data, online reviews, sustainability research

Suggested Readings:

- Kumar, R. (2022). *Research Methodology: A Step-by-Step Guide for Beginners* (5th ed.). SAGE.
- Veal, A. J. (2018). *Research Methods for Leisure and Tourism* (5th ed.). Pearson.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business* (8th ed.). Wiley.
- Cooper, D. R., & Schindler, P. S. (2022). *Business Research Methods* (13th ed.). McGraw-Hill.
- Brotherton, B. (2015). *Researching Hospitality and Tourism: A Student Guide*. SAGE.
- Nepal Tourism Board & MoCTCA Reports (latest editions)

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Resort Management

Semester: VI

Course Type: Core; Course Code: BHM 363	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 60%	Internal Assessment: 40%

Course Objectives:

This course provides students with a comprehensive understanding of resort management, covering planning, operations, guest services, marketing, financial management, and sustainability practices in resorts. Students will gain insights into global resort trends, destination integration, and the operational challenges specific to resort environments. By the end of this course, students will be able to apply managerial and operational principles to effectively run and contribute to a resort property, both in Nepal and internationally.

Course Contents:

Unit 1: Introduction to Resort Industry

LH 7

- Definition, evolution, and classification of resorts
- Differentiating resorts from hotels
- Types of resorts: Destination, eco, beach, mountain, spa, wellness, luxury, ski, etc.
- Global resort trends and key international players
- Role of resorts in tourism economies

Unit 2: Resort Planning and Development

LH 5

- Site selection and feasibility studies
- Resort master planning and layout design
- Zoning, architecture, and environmental considerations
- Legal compliance and licensing

Unit 3: Resort Operations Management

LH 7

- Specialized services in resorts (spa, adventure, entertainment, wellness, etc.)
- Guest cycle in resort settings
- SOPs and quality control in remote/destination operations
- Resort HRM: Staffing, training, and multicultural workforce management
- Operational challenges: Seasonality, accessibility, weather, HR management

Unit 4: Resort Marketing and Sales

LH 8

- Resort product and experience design
- Market segmentation and targeting for resorts
- Online presence, branding, and digital marketing strategies
- Distribution channels: OTAs, GDS, DMCs, travel agents
- Promotions, loyalty programs, and Customer Relationship Management

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Unit 5: Financial and Revenue Management in Resorts

LH 5

- Budgeting and forecasting for resort operations
- Resort pricing strategies and packages
- Revenue management techniques in seasonal and all-inclusive resorts
- Cost control and profitability analysis
- Financial KPIs (Key Performance Indicators) for resort performance

Unit 6: Sustainability and Environmental Management in Resorts

LH 6

- Sustainable resort design and eco-certifications
- Energy, water, and waste management practices
- Community involvement and local sourcing
- Climate change impact on resort destinations
- Global best practices: Eco-resorts and sustainable models

Unit 7: Resort Risk and Crisis Management

LH 4

- Identifying risks: Natural disasters, health crises, security, reputational threats
- Crisis preparedness and emergency response planning
- Insurance and liability in resort management

Unit 8: Trends and Innovations in Resort Industry

LH 6

- Technology in resorts: Smart rooms, mobile check-in, AI in guest service
- Wellness and experiential travel trends
- All-inclusive vs boutique resort models
- Integration of local culture and storytelling in resort experience
- Future of resorts in the post-pandemic world

Suggested Readings:

- Gee, C. Y. (2010). *Resort Development and Management*. AHLEI.
- Kandampully, J., Zhang, T., & Bilgihan, A. (2022). *Hospitality Management and Organisational Behaviour*. Routledge.
- Mill, R. C. (2007). *Resorts: Management and Operation*. Wiley.
- Barrows, C. W., Powers, T., & Reynolds, D. (2021). *Introduction to Management in the Hospitality Industry* (10th ed.). Wiley.
- Singh, A. (2012). *Tourism and Hotel Management in Nepal*. Buddha Academic Publishers.
- WTTC, UNWTO, and MoCTCA reports (latest editions)

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Professional Seminar (By College)

Semester: VI

Course Type: Core; Course Code: BHM 364

Total Marks: 100

Professional Seminar Presentation Procedures and Evaluation

1. Introduction

The Bachelor in Hotel Management (BHM) program provides students with an opportunity to develop essential research and presentation skills through the Seminar Presentation conducted during the 6th semester. This component enables students to gain comprehensive exposure to diverse and emerging areas of the hotel, tourism, and hospitality industries.

2. Course Overview

The seminar course is an integral part of the BHM curriculum and carries 3 credit hours. Students are required to prepare and present a report on a selected topic related to the tourism and hospitality industry.

Upon prior approval from the Office of the Dean, the College Administration will schedule the seminar presentation dates.

3. Seminar Preparation

Students will participate in one week of intensive classes designed to develop their understanding of:

- The chosen seminar topic
- Research methodology
- Techniques of academic writing and professional presentation

After completing the preparatory sessions, each student must prepare a seminar paper on the topic assigned by the concerned faculty member.

4. Seminar Paper Requirements

The seminar paper must:

- Be 20 to 30 pages in length
- Follow the research paper format, including:
 1. Concept and Introduction
 2. Problem Statement
 3. Objectives of the Study
 4. Review of Literature
 5. Research Design and Methodology
 6. Data Analysis and Findings
 7. Conclusion and Recommendations

Each student will present their seminar paper in a college-organized seminar session on the stipulated date.

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5. Evaluation Criteria

Student performance will be evaluated out of 100 marks, distributed as follows:

Evaluation Criteria	Weightage
Content	20% of Full Marks
Organization of the Paper	10% of Full Marks
Presentation and Communication Skills	20% of Full Marks
Response to Queries (During Seminar)	20% of Full Marks
Class Participation	30% of Full Marks

6. Evaluation Committee

Each student's performance will be evaluated by a panel of three experts, consisting of:

Designation	Role
Campus Chief / Principal	Chairperson
Concerned Seminar Facilitator	Internal Expert
Appointee of the Dean	External Expert

The marks obtained by each student, along with a copy of the evaluated seminar paper, shall be forwarded to the Office of the Dean for official recording in the Office of Examination Management.

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**Logistics & Supply Chain Management
Semester: VI**

Course Type: Foundation; Course Code: BHM 365	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 60%	Internal Assessment: 40%

Course Objectives:

This course aims to equip students with practical knowledge and skills in logistics and supply chain management specific to the hospitality, focusing on hotel and resort sector. Students will understand the end-to-end flow of goods, services, and information from suppliers to guests. With a balance of global trends and local practices in Nepal, this course emphasizes sustainable sourcing, vendor management, inventory control, and crisis logistics in remote or seasonal operations. By the end of the course, students will be able to design and manage efficient and sustainable supply chains in hospitality settings.

Course Contents:

Unit 1: Fundamentals of Logistics & Supply Chain Management

LH 6

- Introduction to logistics and SCM in the hospitality industry
- Importance of SCM in resorts and hotels (local and global perspectives)
- Components of hospitality supply chains: goods, services, information
- Logistics vs. Supply Chain Management
- Overview of global SCM trends and digital transformation in hospitality

Unit 2: Supply Chain Design in Hospitality Context

LH 6

- Supply chain configuration in resorts (urban vs. remote)
- Sourcing strategies: centralized, decentralized, and hybrid models
- Guest-centric supply chain planning
- Customization and flexibility in F&B and room supplies

Unit 3: Procurement and Vendor Management

LH 7

- Procurement process in hotels and resorts
- Vendor selection, evaluation, and relationship management
- Local sourcing vs. global procurement
- Contracting and negotiation techniques
- Supplier audits, compliance, and ethical sourcing

Unit 4: Inventory and Materials Management

LH 7

- Inventory classification (F&B, housekeeping, spa, adventure equipment)
- Stock control systems (FIFO, LIFO, JIT, EOQ)
- Storage and handling practices for perishables and non-perishables
- Stocktaking, pilferage control, and loss prevention
- Technology in inventory management: PMS, POS, MMS, ERP

Unit 5: Logistics Operations in Resorts and Hotels

LH 6

- Inbound and outbound logistics
- Cold chain logistics for F&B

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- Transportation and delivery planning (city, suburbs, remote areas hotel & resorts)
- Waste and reverse logistics
- Challenges in hospitality logistics: seasonality, weather, terrain

Unit 6: Hospitality Supply Chain Sustainability

LH 6

- Green logistics and environmental considerations
- Reducing carbon footprint in the supply chain
- Ethical sourcing, fair trade, and local empowerment
- Sustainable F&B supply chains in eco-resorts

Unit 7: Technology in Hospitality SCM

LH 6

- Digital tools in SCM: SCM software, IoT, blockchain
- Automation in procurement and inventory
- Mobile apps for supplier management and deliveries
- Integration with PMS and POS systems
- Smart forecasting and demand planning with AI/ML

Unit 8: Risk and Crisis Management in Hospitality Supply Chains

LH 4

- Identifying supply chain risks: natural disasters, pandemic, supplier failure
- Crisis logistics: emergency procurement and alternative sourcing
- Business continuity planning (BCP) for resorts

Suggested Readings and References

- Chopra, S., & Meindl, P. (2022). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson.
- Rushton, A., Croucher, P., & Baker, P. (2017). *The Handbook of Logistics and Distribution Management*. Kogan Page.
- Bhat, S. (2011). *Logistics and Supply Chain Management for Hospitality Industry*. Oxford University Press.
- Handfield, R., & Monczka, R. (2020). *Purchasing and Supply Chain Management*. Cengage.
- Singh, A. (2012). *Tourism and Hotel Management in Nepal*. Buddha Academic Publishers.
- Industry Reports from UNWTO, WTTC, MoCTCA Nepal
- Hospitality case studies from Hilton, Marriott, Six Senses, and Nepali resorts like Dwarika's Sanctuary and Soaltee Westend, Meghauli Serai etc.

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Food Production Management- Specialization Semester-VI

Course Type: Specialization; Course Code: BHM-366-I	
Credit Hours:3	Lecture Hours:48
Full Marks:100	Pass Marks:40
University Assessment (Theory):30%	Internal Assesments:40%
	Practical: 30%

Course Objectives:

This course aims to equip students with a managerial and strategic understanding of food production operations in hospitality. It bridges the gap between technical culinary skills and leadership by focusing on kitchen management, financial control, sustainability, strategic planning, food costing, legal compliance, crisis handling, and entrepreneurial thinking. Students will learn to manage large-scale kitchen operations efficiently and make informed decisions as future executive chefs, food entrepreneurs, or culinary directors.

Course Contents:

- | | |
|---|-------------|
| <p>Unit 1: Strategic Kitchen Operations Management</p> <ul style="list-style-type: none"> • Culinary brigade structure: Classical vs. contemporary models • Key roles and decision-making in professional kitchens • Kitchen leadership, communication, and cross-department coordination | 4 LH |
| <p>Unit 2: Menu Engineering and Profitability Analysis</p> <ul style="list-style-type: none"> • Menu pricing and profitability models • Menu mix classification (stars, dogs, etc.) • Cost–volume–profit considerations and case-based examples | 3 LH |
| <p>Unit 3: Cost Control & Budgeting in Food Production</p> <ul style="list-style-type: none"> • Portion control, standard recipes, and yield management • Budget planning (top-down vs. bottom-up) • Waste control as a cost-reduction tool | 3 LH |
| <p>Unit 4: Procurement & Inventory Management</p> <ul style="list-style-type: none"> • Vendor selection and purchase specifications • Inventory systems (FIFO, LIFO, perpetual) • Pilferage prevention and ethical procurement | 2 LH |
| <p>Unit 5: Kitchen Layout & Sustainability Integration</p> <ul style="list-style-type: none"> • Functional layout planning for workflow optimization • Fire safety, ventilation, and sanitation considerations • Introduction to sustainable equipment and design | 2 LH |
| <p>Unit 6: Legal, Ethical & Crisis Management</p> <ul style="list-style-type: none"> • FSSAI, HACCP, and ISO compliance overview • Staff hygiene, legal responsibilities, and ethical sourcing • Crisis handling: contamination, fire, and PR strategies | 3 LH |
| <p>Unit 7: Culinary Entrepreneurship & Innovation</p> <ul style="list-style-type: none"> • Food production business models: cloud kitchens, catering, etc. • Innovation in culinary trends and concept development • Startup budgeting and growth strategy basics | 4 LH |

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Unit 8: Human Resource Management in Kitchens

3 LH

- Kitchen workforce planning and scheduling
- Staff retention, appraisal systems, and feedback
- Managing diversity and building positive culture

Unit 9. Practical

24 LH

• Menu Engineering & Recipe Development Workshop

- Design a multi-course menu based on a fictional restaurant concept (fine dining, QSR, themed café, etc.)
- Assign hypothetical food costs and selling prices
- Apply menu engineering analysis (stars, plow horses, puzzles, dogs) using mock sales figures
- Modify and optimize the menu accordingly
- Create standard recipes with portion control and yield calculations

• Innovative Menu Execution (Real Cooking Practice)

- Prepare and present 3 themed, innovative menus, incorporating modern trends and managerial planning. Each menu includes food preparation, cost sheet, plating, and presentation:
 1. Plant-Based Fusion Menu - Three-course vegan menu using global culinary influences
 2. Zero-Waste Menu - Dishes created from full ingredient utilization
 3. Modern Nepali Degustation Menu - Progressive Nepali small plates with modern plating

• Costing and Financial Control Activity

- Calculate portion and plate costs of the prepared menu items
- Compare with theoretical food costs and evaluate variance
- Submit a brief report on cost control strategies and pricing justification

• Sustainable Kitchen Operation Planning

- Draft a plan for implementing sustainability in kitchen operations
- Suggest eco-friendly equipment, waste management strategies, and green procurement ideas
- Evaluate how these impact cost, efficiency, and branding

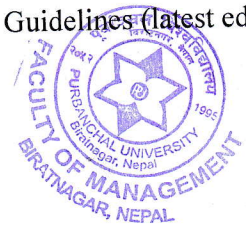
• Entrepreneurship Pitch Presentation

- Present a culinary startup concept including:
 - Menu snapshot
 - Operations and staffing plan
 - Estimated budget and break-even overview
 - Sustainability and innovation strategy
- Peer and instructor feedback included

Suggestive Readings

- Ninemeier, J. D. (2021). *Management of Food and Beverage Operations* (7th ed.). AHLEI.
- Foskett, D., & Ceserani, V. (2020). *The Theory of Catering* (12th ed.). Hodder Education.
- Drummond, K. M. E., & Brefere, L. M. (2022). *Foodservice Management: Principles and Practices* (13th ed.). Wiley.
- Lockwood, A., & Pantelidis, I. S. (2020). *Food and Beverage Management* (6th ed.). Routledge.
- Oppenheim, M. (2023). *Food Cost Control Handbook for Restaurants*. Hospitality Publishing.
- Culinary Institute of America (CIA). (2021). *Remarkable Service* (4th ed.). Wiley.
- Strauss, S., & Purcell, D. (2024). *Culinary Innovation: Transforming Trends into Profits*. Food Innovation Press.
- FSSAI, ISO 22000, HACCP Manuals, & Government Guidelines (latest editions).

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**Rooms Division Management- Specialization
Semester: VI**

Course Type: Specialization; Course Code: BHM 366-II	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 30%	Internal Assessment: 40%
	Practical Assessment: 30%

Course Objectives:

This course aims to develop advanced managerial skills in rooms division operations, focusing on strategic planning, leadership, financial control, quality management, and the integration of modern technology. It prepares students to handle complex challenges in front office and housekeeping management while promoting sustainability, guest satisfaction, and effective crisis response in hospitality settings.

Course Contents:

Unit 1: Strategic Management in Rooms Division

6 LH

- Role of Rooms Division in overall hotel strategy
- KPI setting and performance measurement in rooms division
- Strategic planning for peak and off-peak seasons
- Forecasting occupancy and budgeting
- Coordination with revenue management and other departments

Unit 2: Human Resource Management in Rooms Division

5 LH

- Conflict resolution and team motivation
- Performance appraisal techniques (MBO, BARS, 360 Degree Feedback)
- Succession planning and employee development
- Employee engagement and retention strategies

Unit 3: Technology and Automation in Rooms Division

5 LH

- Property Management Systems (PMS) and integration of Tech trends: AI, IoT, mobile apps in rooms division
- Contactless check-in/check-out systems
- Energy and resource management technologies
- Cybersecurity concerns in guest data management

Unit 4: Quality Management and Guest Satisfaction

5 LH

- Guest feedback systems and complaint management
- Role of mystery audits and inspections
- Handling VIP and special needs guests
- Cultural competence and guest personalization

Unit 5: Financial and Revenue Management in Rooms Division

6 LH

- Cost-benefit analysis in rooms division
- Yield and revenue management principles

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- Upselling and cross-selling techniques
- Profitability analysis by room category
- Budgeting and cost control techniques
- Benchmarking with industry standards

Unit 6: Sustainability and Environmental Management

5 LH

- Eco-friendly housekeeping and sustainable practices
- Waste management in rooms division
- Green certifications and global standards (e.g., LEED, ISO 14001)
- Water and energy conservation initiatives
- Guest involvement in sustainable practices

Unit 7: Crisis and Risk Management in Rooms Division

4 LH

- Emergency preparedness and response planning
- Guest safety and security protocols
- Handling health crises (e.g., pandemics)
- Role of Rooms Division during natural disasters or evacuations

Practical

12 LH

- Advanced PMS operation and data analysis
- Simulation: Guest complaint handling and service recovery
- Conducting mock performance appraisals and staff evaluations
- Designing SOPs for eco-friendly housekeeping operations
- Budgeting exercise for a hotel room division
- Creating and interpreting occupancy and revenue reports

Suggested Readings:

- Michael J. O'Fallon & Denney G. Rutherford; *Hotel Management and Operations*; Wiley
- Peter Jones & Andrew Lockwood; *Hospitality Operations: A Systems Approach*; Cengage
- G. Raghubalan & Smritee Raghubalan; *Hotel Housekeeping Operations and Management*; Oxford
- James A. Bardi; *Hotel Front Office Management*; Wiley
- Sudhir Andrews; *Hotel Management and Hospitality Administration*; McGraw Hill
- Industry reports from *STR Global*, *AHLEI*, and *Cornell Hospitality Reports*

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Restaurant & Catering Management- Specialization
Semester: VI

Course Type: Specialization; Course Code: BHM 366-III	
Credit Hours: 3	Lecture hours: 48
Full Marks: 100	Pass Marks: 40
University Assessment (Theory): 30%	Internal Assessment: 40%
	Practical Assessment: 30%

Course Objectives

This course aims to build strategic and managerial capabilities required to lead and grow restaurant and catering operations. Students will develop skills in planning, financial control, service innovation, client relationship management, and sustainable practices essential for managing successful food service businesses in competitive environments.

Course Contents

Unit 1: Strategic Planning for Restaurant & Catering Operations

4 LH

- Positioning restaurant and catering services within business strategy
- Business models: standalone restaurants, hotel outlets, off-site catering
- Concept development and feasibility studies
- SWOT analysis and competitive differentiation
- Strategic planning for expansion and diversification

Unit 2: Financial Management & Cost Controls

4 LH

- Budgeting and forecasting techniques
- Menu pricing strategies and cost-volume-profit analysis
- Controlling food, beverage, labor, and overhead costs
- Cost reduction without compromising quality
- P&L interpretation and financial decision-making

Unit 3: Operational Planning and Service Execution

4 LH

- Planning and executing catering events (corporate, social, institutional)
- Event checklists, timelines, and coordination
- Guest flow and service style planning (buffet, plated, live counters)
- Table setups, space utilization, and service sequencing
- Managing high-volume service under time constraints

Unit 4: Human Resource & Leadership in Restaurant/Catering

4 LH

- Workforce planning for restaurant and event-based operations
- Managing full-time, part-time, and temp/event staff
- Training, motivating, and retaining service teams
- Delegation and supervisory control
- Ethical leadership and handling workplace challenges

Unit 5: Branding, Marketing & Client Relations

4 LH

- Brand development for restaurants and catering businesses

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- Proposal writing and pitching to clients
- Customer relationship management (CRM)
- Digital marketing, promotions, and seasonal campaigns
- Managing client expectations and service recovery

Unit 6: Sustainability, Safety & Risk Management

4 LH

- Eco-friendly service practices (reusable materials, local sourcing)
- Food safety management systems (HACCP, ISO 22000)
- Regulatory compliance in food service and alcohol handling
- Risk management in catering events (weather, safety, illness)
- Waste reduction and post-event sustainability audits

Unit 7: Practical

24 LH

- Business plan preparation for a restaurant or catering venture
- Menu costing and financial planning for an event or outlet
- Mock event planning with layout, guest flow, and service plan
- Client consultation & proposal presentation role-play
- Staff duty rosters and task allocation simulation
- Setup and service execution for mock buffet/live station service
- HACCP audit checklist development and food safety drill
- Sustainability action plan for a low-waste event
- Leadership & team supervision role-play in a catering scenario
- Online branding and campaign design for a catering/restaurant business

Suggested Readings

- Ninemeier, J. D. (2018). *Planning and Control for Food and Beverage Operations*.
- AHLEI. Davis, B. (2018). *Food and Beverage Management* (6th ed.). Routledge.
- Pratten, J. (2006). *Catering Management*. Routledge.
- Foskett, D., & Ceserani, V. (2007). *The Theory of Catering* (11th ed.). Hodder Education.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2019). *Marketing for Hospitality and Tourism* (8th ed.). Pearson.
- Case studies from Cater Source, NRA, & Cornell Hospitality Reports (latest editions).

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**Bachelor of Hotel Management
VII Semester**

Course Code	Course Type	Subject	Credit Hours
BHM-371		Hotel Internship	18

VIII Semester

Course Code	Course Type	Subject	Credit Hours
BHM-381		Hotel Internship	18

Guidelines for Internship in Star-Category Hotels, Luxury Boutique Hotels, and Fine Dining Restaurants:

1. Internship Requirement

During the seventh and eighth semesters (fourth year of study), all students enrolled in the Bachelor of Hotel Management (BHM) program are required to complete an internship in a star-category hotel, luxury boutique hotel, or luxury fine dining restaurant.

2. Academic Requirement

Students must achieve a minimum "Pass" grade in each internship module to qualify for the award of the Bachelor of Hotel Management (BHM) degree.

3. Duration of internship and Submission of internship report

Each semester, students must complete a minimum of 864 hours or 18 weeks of internship. Students may complete the minimum requirement of internship either in one hotel or a combination of a maximum of two hotels in one semester.

Internship report of seventh semester must be submitted within six months of completion of sixth semester examinations. Internship report of the eighth semester must be submitted within six months of completion of the seventh semester.

4. Provision of Online Presentation & VIVA

Students who are employed or continuing their internship abroad after completing the minimum required hours, and therefore are unable to attend the eighth-semester viva in person, may request to appear online.

To qualify for online viva, students must submit a verification letter either from the Human Resources or the Learning & Development (L&D) Department of their employing or host property. Alternatively, the General Manager or Head of Department may also write such a verification letter.

This letter must be either:

- Printed on the organization's official letterhead, or
- Sent from an official corporate email address.

5. Evaluation Criteria

- The Total Evaluation is divided into two categories; in seventh semester, the Hotel/ Host Property Evaluation carries 360 marks out of 600 marks, the remaining 240 marks is

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based on the internship report evaluation. In eighth semester, the Hotel/ Host Property Evaluation carries 180 marks, the remaining 420 marks is based on the internship report, presentation of the report and Viva-Voce.

6. Learning Outcomes

Upon successful completion of the internship, students will be able to:

1. Demonstrate an understanding of and adapt to a professional work environment.
2. Apply theoretical and practical knowledge gained in college to real-world hospitality operations.
3. Build self-confidence through active participation in professional settings.
4. Exhibit responsible, ethical, and professional behavior in the workplace.
5. Prepare a comprehensive written report reflecting on the tasks performed and experiences gained.

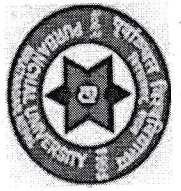
Guidelines for Internship Report Writing

This document provides a structured framework for preparing the internship reports required after completion of the seventh- and eighth-semester internships in the BHM program. The format and content of the report should meet the expectations of the evaluation committee, which will assess each student's industry training performance and reflective learning as presented in the report.

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 OFFICE OF THE EXAMINATION CONTROLLER
 BIRATNAGAR, NEPAL

BACHELOR OF HOTEL MANAGEMENT (BHM)

INTERNSHIP EVALUATION SHEET (7TH SEMESTER)



NAME OF THE STUDENT :-
 UNIVERSITY REGISTRATION NO.:

NAME OF THE COLLEGE :-
 DURATION OF INTERNSHIP:- FROM :- TO :-

FOR HOTEL USE ONLY

NAME OF THE HOTEL:-
 HOTEL'S ADDRESS:-

GROUP - A (INTERNEE ORGANIZATION EVALUATION) - INDUSTRY
TOTAL MARKS - 360

DESCRIPTION	FULL MARKS	PLEASE MARK THE MOST APPROPRIATE PERFORMANCE OUT OF THE FOLLOWING			OBTAINED MARKS IN EACH CRITERIA
		VERY GOOD	GOOD	AVERAGE	
PUNCTUALITY, ATTENDANCE & SINCERITY	60	60	48	36	30
COMMUNICATION SKILLS	60	60	48	36	30
INTERPERSONAL SKILLS	60	60	48	36	30
COOPERATIVENESS	60	60	48	36	30
OPERATIONAL SKILLS	60	60	48	36	30
ANALYTICAL SKILLS	60	60	48	36	30
TOTAL MARKS OBTAINED					

ATTENDANCE (%):

POSITION / ORGANIZATION TITLE

EVALUATED BY:

NAME OF THE MANAGER

SIGNATURE

SIGNATURE

HOTEL STAMP

NAME OF THE HR / TRAINING MANAGER

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INTERNSHIP EVALUATION SHEET (7TH SEMESTER)

NAME OF THE STUDENT :-
UNIVERSITY REGISTRATION NO.:

NAME OF THE COLLEGE :-
DURATION OF INTERNSHIP:- FROM :-

TO :-

FOR COLLEGE USE ONLY

NAME OF THE HOTEL:-
HOTEL'S ADDRESS:-

GROUP - B (REPORT PREPARATION)
TOTAL MARKS - 240



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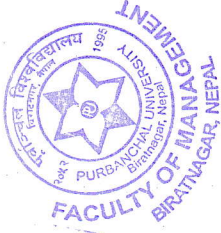
DESCRIPTION	FULL MARKS	OBTAINED MARKS
CONTENT OF THE REPORT	120	
FORMAT OF THE REPORT	60	
INTERPRETATION & ANALYSIS	60	
TOTAL MARKS OBTAINED (B)		
GRAND TOTAL: (A+B) (360 + 240)		600
TOTAL MARKS OBTAINED:		
PERCENTAGE:		

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INTERNSHIP EVALUATION SHEET (8TH SEMESTER)



NAME OF THE STUDENT :-

CITY REGISTRATION NO.:

NAME OF THE COLLEGE :-

LOCATION OF INTERNSHIP:-

TO :-

FOR HOTEL USE ONLY

NAME OF THE HOTEL:-

ADDRESS:-

**GROUP - A (INTERNEE ORGANIZATION EVALUATION) - INDUSTRY
TOTAL MARKS - 180**

DESCRIPTION	FULL MARKS	PLEASE MARK THE MOST APPROPRIATE PERFORMANCE OUT OF THE FOLLOWING			OBTAINED MARKS IN EACH CRITERIA
		VERY GOOD	GOOD	AVERAGE	
QUALITY, ATTENDANCE & SINCERITY	30	30	24	18	15
COMMUNICATION SKILLS	30	30	24	18	15
PERSONAL SKILLS	30	30	24	18	15
CREATIVENESS	30	30	24	18	15
MANAGERIAL SKILLS	30	30	24	18	15
TECHNICAL SKILLS	30	30	24	18	15
TOTAL MARKS OBTAINED					

EVALUATED BY:

NAME OF THE MANAGER

SIGNATURE

POSITION / ORGANIZATION TITLE

PERCENTAGE (%)

NAME OF THE HR / TRAINING MANAGER

SIGNATURE

HOTEL STAMP

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BACHELOR OF HOTEL MANAGEMENT (BHM)
 INTERNSHIP EVALUATION SHEET (8TH SEMESTER)

NAME OF THE STUDENT :-
 UNIVERSITY REGISTRATION NO.:

NAME OF THE COLLEGE :-
 DURATION OF INTERNSHIP:- FROM :- TO :-

FOR COLLEGE USE ONLY

GROUP - B (REPORT PREPARATION, PRESENTATION & VIVA VOCE)
TOTAL MARKS - 420

DESCRIPTION	FULL MARKS	OBTAINED MARKS
CONTENT OF THE REPORT	120	
FORMAT OF THE REPORT	60	
INTERPRETATION & ANALYSIS	60	
PRESENTATION (EXTERNAL)	60	
VIVA VOCE (EXTERNAL)	120	
TOTAL MARKS OBTAINED (B)		

GRAND TOTAL: (A+B) (180 + 420)	600
TOTAL MARKS OBTAINED:	
PERCENTAGE (%):	

COLLEGE STAMP

PRINCIPAL

(Handwritten signatures and initials)

