



**3-Year Bachelor of Hotel Management (BHM) Curriculum and  
Syllabus**

**Second Semester**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
TIU-UMG-T102	Business Accounting	3	1	0	3
TIU-UMG-T104	Human Resource Management	3	1	0	3
TIU-UMG-T106	Marketing Management	3	1	0	3
TIU-UMG-T112	Hospital Planning	3	1	0	4
TIU-UMG-T114	Hospital Administration	3	1	0	4
TIU-UEN-T100	Career Advancement Skill & Development	3	1	0	3
<b>Practical</b>					
TIU-UMG-L102	Communication Skill and Language Lab	0	0	2	2
<b>Sessional</b>					
TIU-UES-S102	Entrepreneurship Skill Development	0	2	0	2
<b>Total Credits</b>					<b>24</b>



**BUSINESS ACCOUNTING**

**TIU-UMG-T102**

**L-T-P: 3-1-0**

**Credit: 3**

**Module1: Financial Accounting-**

- Definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting.
- Users of accounting information and limitations of Financial Accounting.
- Brief overview of accounting cycle – introduction to Balance Sheet and Income Statement.

**Module2: Conceptual Frame work:**

- Accounting Concepts, Principles and Conventions,
- Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India,
- Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.

**Module3: Accounting for Fixed assets –**

- Introduction – Valuation of Fixed assets – principles and norms of standard accounting treatment,
- Depreciation – Methods – Accounting – Importance,
- Revenue Recognition - Introduction -Definitions -Sale of Goods -Rendering of Services -The Use by Others of Enterprise Resources Yielding Interest-
- Royalties and Dividends -Effect of Uncertainties on Revenue Recognition - accounting standard.

**Module4: Preparation of final accounts:**

- Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.
- Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts. Understanding of final accounts of a Company.

**Module5: Computerized Accounting:**

- Computers and Financial application, Accounting Software packages.

**Suggested Readings:**

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)



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3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education) Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

TIU



**HUMAN RESOURCE MANAGEMENT**

**TIU-UMG-T104**

**L-T-P: 3-1-0**

**Credit: 3**

**Module1: Human Resource Management**

- Overview : Scope & Coverage of HRM, Development of HR Functions, Structure and Function of HR Manager.
- Role of Line Managers in Managing Human Resources.

**Module2: Human Resource Planning :**

- Need for HR Planning Assessment of available HR in the Organization, Work load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.

**Module3: Employment Administration:**

- Recruitment & Selection of HR – Methods and Processes; Training & Development of HR – Types and Techniques.
- Performance Appraisal – Instruments and Administration; Discipline & Grievance Handling; Wage & Salary Administration.

**Module4: Industrial Relations in India :**

- Concepts, Theory, Approaches, Context of IR.
- Growth and Structure of Trade Unionism, Trends in Industrial Disputes; Industrial Disputes Settlement Machinery under ID Act,
- Collective Bargaining; Worker's Participation in Management; Labour Welfare.

**Suggested Readings**

1. V.S.P. Rao: Human Resource Management, Excel Books
2. Dwivedi: Human Resource Management, Vikas
3. C.S. Venkata Ratnam & B.K. Srivastava : Personnel Management and Industrial Relations, Tata McGraw Hill.
4. Anjali Ghanekar : Human Resource Management, Everest Publishing
5. A.M. Sheikh : Human Resource Development and Management, S.Chand
6. E.A. Ramaswamy : Managing Human Resources, Oxford University Press
7. M.S. Saiyadain : Human Resource Management, Tata McGraw Hill



**MARKETING MANAGEMENT**

**TIU-UMG-T106**

**L-T-P: 3-1-0**

**Credit: 3**

**Module 1 : Introduction**

Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

**Module 2: Buying Behavior**

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior Market segmentation - Need and basis of Segmentation - Marketing strategy - segmentation - Targeting - Positioning

**Module 3: Marketing Mix**

Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**Module 4: Market Segmentation**

Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing.

**Module 5: Sales Forecasting**

Sales Forecasting - Various methods of Sales Forecasting - Analysis and Application. The Product - Characteristics - Benefits - Classifications - Consumer goods - Industrial goods - New product development process Product Life Cycle - Product Portfolio analysis - Product line and product mix decisions - Branding - Packaging.

**Module 6: Pricing**

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies - Physical distribution - importance of various kinds of marketing channels - Distribution problems - Salesman motivation - Compensation – Control.

**Module 7: Advertising and Promotion**

Promotion - Advertising - Publicity - Public relations - Personal Selling - Direct selling - Sales Promotion Administration

**Module 8: Marketing Research**

Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.

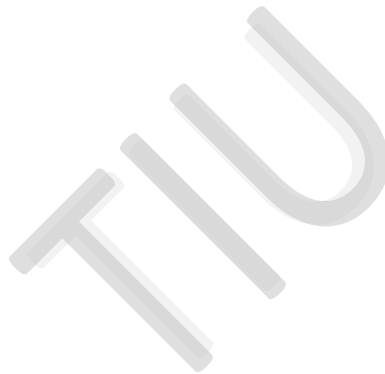


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**Reference Books:**

1. Marketing Management By Philip Kotlers
2. Marketing – A Managerial Introduction By Gandhi
3. Marketing Management Cravens By Hills – Woodruff
4. Principles and practice of Marketing By John Frain





## **HOSPITAL PLANNING**

### **TIU-UMG-T112**

**L-T-P: 3-1-0**

**Credit: 4**

#### **Module -I**

- Types of Hospital Organization & Statutory Requirements for Planning.
- Steps in Hospital Planning:
  - Need Assessment
  - Appointment of Planning Teams/Consultants
  - Appointment of Architect
  - Size of the Hospital
  - Design of the Hospital
  - Selection of the Contractor

#### **Module -II**

- Preparation of Architect's Brief.
- Selection of the Size, Preparation of the Master plan.
- Preparation of Schedule of Accommodation.
- Layout, Grouping, Zoning & Phasing of Activities.
- Circulation & Movements of Patients, Staff, Visitors.

#### **Module -III**

- Planning for
- Out Patient Department/Accident/Emergency
- Indoor accommodation,
- Ward design,
- Bed wise planning,
- Special requirements of certain departments such as ICU, OT, Pediatric, Maternity ward.

#### **Module -IV**

- Planning for Water supply, Electricity, Drainage,
- Sewage disposal & disposal of waste.
- Planning for Equipment's & Purchase.
- Planning for various categories of Staff, Administrative action For Appointment, Training.

#### **Reference Books:**

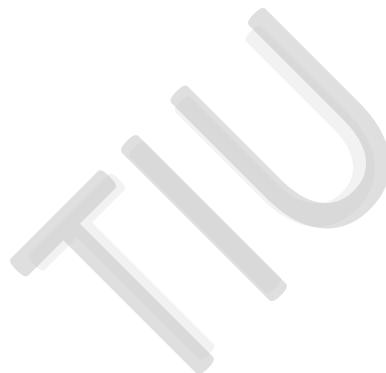
1. Hospital Planning & Administration – WHO Monograph Series 54 –By R. Llewelyn, Davis & H.M.C. Macaulay – Indian Edition – Jaypee Brothers, New Delhi.
2. Hospital & Nursing Homes : Planning, Organisation, & Management – By Syed Amin Tabish – Jaypee Brothers, New Delhi.



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3. Principles of Hospital Administration & Planning – By B.M. Sakharkar – Jaypee Brothers.
4. Hospital Administration – By C.M. Francis & Marioc Desouza – Jaypee Brothers, New Delhi.
5. Hospital Administration & Planning – By A.G. Chandorkar – Paras Medical Publisher.
6. Hospitals Planning, Design & Management – By Kunders & Gopinath.
7. Healthcare System & Management – By S.L. Goel – Deep & Deep Publisher.
8. Management of Hospital – By S.L. Goel & R. Kumar – Deep & Deep Publisher.







**HOSPITAL ADMINISTRATION**  
**TIU-UMG-T114**

**L-T-P: 2-1-0**

**Credit: 4**

**Module 1:**

- Routine Admission/Discharge Procedures/Discharge Summary
- Hospital Utilisation Statistics.
  - Average Length of Stay (ALS)
  - Bed Occupancy Rate
  - Turn Over Interval
- Daily Reports / Returns.
  - Hospital Census
  - Matron's Report
  - Medical Officer's Report
  - Casualty Report, Medico-Legal Cases
  - Report from ICU / ICCU
  - Security Report
  - Maintenance Department Report
  - OT List

**Module 2:**

- Patient's Complaints.
- Medical Certificates.
- Hospital Committees.
  - Role, Composition, Frequency of Meetings,
    - Minutes of the Meetings, Follow up Actions.
- Patient Satisfaction Survey.
  - Interviews, Questionnaires, Observations,
    - Group Discussions, Patient Opinion Polls,
    - Report Writing.
- Duty Roster of various categories of Staff.
- Availability of Materials
  - Critical Items, Stock Level, Procurement Methods.

**Module 3:**

- Administration of Patient Related Schemes.
  - Medical Insurance (Cashless Benefit), CGHS, ECHS, CSMA, TPA, ESI.



- Front Office: Duties & Responsibilities.
- Duties & Responsibilities of the Hospital Administrator/CEO.
  - In Profit Making Hospitals
  - In Non-Profit Making Hospitals
- Disaster Management/Disaster Plan.

#### **Module 4:**

##### Marketing of Hospital.

- Telephone Courtesy, Guest Lectures,
- Organisation of Camps, Seminars, Workshops,
- Continuous Medical Education, Public Participation.
- Hospital Security.
  - Staff, Patients, New born babies, Female staff/Patients, Stores.
- Application of Hospital Information System (HIS)
- Negotiation Skills.
  - Purchase of Stores / Equipment, Union Matters, Collective Bargaining.
- Methods of Infection Control.
- Fire Fighting.
- Dealing with Crisis Situation.
  - Mob violence, Bomb threat, Terrorist strike, Mass casualties, Political agitation, Prisoners.
- Standard Operating Procedures (SOPs).

#### **Reference Books:**

1. Sana's Guidelines for Hospital Infection Control – By Mohd. S. Khan – Jaypee Brothers, New Delhi.
2. Hospital Waste Management & its Monitoring – By Madhuri Sharma – Jaypee Brothers, New Delhi.
3. Medical Stores Management – By Shakti Gupta & Sunil Kant - Jaypee Brothers, New Delhi.
4. Medical Records, Organisation & Management – By G.P. Mogli – Jaypee Brothers, New Delhi.
5. Emergency Medical Services & Disaster Management – By D.K. Dave & Shakti Gupta – Jaypee Brothers, New Delhi.
6. Hospital Waste Management – By A.G. Chandorkar – Paras Medical Publisher.
7. Hospital Infection Control – By S.A. Tabish – Academia, New Delhi.