TECHNO INDIA UNIVERSITY
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EM 4, Sector V, Salt Lake, Kolkata-700091, West Bengal, India
Phone: +91 9836544416/17/18/19, Fax: +91 33 2357 1097

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

First Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
TIU-UMG-T113	Basic Concept of Hospital & Health System	3	1	0	3
TIU-UMG-T103	Principles of Management	3	1	0	3
TIU-UMG-T115	Medical Terminology	3	1	0	3
TIU-UMG-T117	Hospital Operation Management	3	1	0	3
TIU-UMG-T109	Business Communication	3	1	0	3
TIU-UMG-T111	Computer Fundamentals & Applications	3	1	0	3
	Career Advancement & Skill Development	3	1	1	3
Practical					
TIU-UMG-L101	Computer Fundamentals& Applications Lab	0	0	2	2
Sessional					
	Entrepreneurship Skill Development	0	2	0	2
Total Credits					**24**

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BASIC CONCEPT OF HOSPITAL & HEALTH SYSTEM
TIU-UMG-T113

L-T-P: 2-1-0   **Credit: 3**

Module -I
- Definition and meaning of Health,
- Holistic approach to health,
- Basic information relating to health,
- Historical development of health care system in India,

Module -II
- Definition and meaning of hospital,
- Historical development of hospitals,
- Growth of hospital in India,
- Changing concept of hospital during 1900-2003,

Module - III
- The modern hospital,
- A complex entity,
- Present status of hospitals in India,
- Present State of Govt. hospital,
- National Health policy,
- Goals for Health for all by 2000 AD and beyond,

Module - III
- Health committee and their recommendation,
- Health plan outlay during 1951-2003,
- Hospital viewed as a system,
- Role of Hospitals,
- Hospital Viewed as a Social system,
- Peculiarities of hospital systems,
- Benefits to the Health Care systems,
- Overview of Health Care delivery system.

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PRINCIPLES OF MANAGEMENT
TIU-UMG-T103

L-T-P: 2-1-0   **Credit: 3**

Module I -Management

Definition, nature, importance, evolution of management thought, contribution made by Taylor, Fayol, Hawthrone experiments Maslow; Is managing a science or art? Functions of manager, ethics in managing and social responsibility of managers.

Module II -Planning & Control

Why Management process starts with planning, steps in planning, types of planning, barriers to effective planning, operational plan, strategic planning, Mckinsey's 7's Approach, SWOT analysis, Controlling- concept, Planning- control relationship, process of control, human response to control, dimensions of control, MBO.

Module III -Decision Making & Organizing

Nature, process of decision making, decision making under Certainty and Uncertainty, decision-tree, group-aided decision, brain-storming. Organizing – concept, nature and process of organizing, authority and responsibility, delegation and empowerment, centralization and decentralization, concept of depart mentation.

Module IV -Staffing & Motivation

Concept, Manpower planning, Job design, recruitment & selection, training and development, performance appraisal, motivation, motivators and satisfaction, motivating towards organizing objectives, morale building.

Unit V -Leadership & Communication

Defining leadership and its role, should managers lead, leadership style, leadership development, Leadership behavior. Communication- Process, Bridging gap-using tools of communication, electronic media in Communication.

Suggested Readings:

- Koontz – Principles of Management (Tata McGrew Hill, 1st Edition 2008)
- Robbins &Caulter – Management (Prentice Hall of India, 8th Edition)
- L.M. Prasad – Principles & Practices of Management (Sultanchand& Sons , New Delhi)

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- Parag Diwan – Management Principles and Practices (Excel Books, New Delhi)
- Stoner, Freeman, Gilbert. Jr. – Management (Prenlice Hall of India, 6th Edition)
- Koontz, weihrich – Essentials of Management (TMH, 5th Edition)

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MEDICAL TERMINOLOGY
TIU-UMG-T115

L-T-P: 2-1-0   **Credit: 3**

Module – I

- Introduction to medical terminology
- Word formation & syntax
  - Greek alphabet
  - Greek & Latin prepositional & adverbial prefixes
  - Singular & plural endings
- Commonly used prefixes in medical terminology
- Commonly used suffixes in medical terminology

Module – II

- Commonly used root words in medical terminology
- Common Latin term used in prescription writing
- Study of standard abbreviations
- Commonly used medical terms to define different parts of the body

Module – III

- Medical terminology used by Dentist
- Medical terminology used by Orthopedic surgeon
- Medical terminology used by Gynecologist
- Medical terminology used by Oncologist
- Medical terminology used by Dermatologist
- Medical terminology used by Endocrinologist

Module – IV

- Medical terminology used by Cardiologist
- Medical terminology used by Neurologist
- Medical terminology used by Nephrologist
- Medical terminology used by Gastro-intestinologist
- Medical terminology used by ENT surgeon

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HOSPITAL OPERATION MANAGEMENT
TIU-UMG-T117

L-T-P: 2-1-0   **Credit: 3**

Module – I
- Epidemiological basis for healthcare management.
- Management development-towards development of professional management of Indian Hospitals.
- Management of Indian Hospitals- challenges & strategies.

Module – II
- Modern Techniques of hospital management.
- Operation concept- use of models.
- Health services research & formalized managerial methods.

Module – III
- Guiding principles in planning hospital facilities & services
- Planning the hospital building
- Management structure
- Planning the operational units
- Duties and responsibilities of various positions
- Management of Quality Assured services of professional service units of hospital.

Reference:
1. Management of Hospital (4Vols), S.L Goel& R. Kumar, Deep & Deep Publications Pvt. Ltd.
2. Hospital Mgmt. In Tropics & Subtropics, James A. William, McMillan , London,1991
3. Principles of Hospital Administration & Planning: B.M.Sakharkar
4. Park's textbook of Preventive & Social medicine
5. Management of Hospitals: S.L.Goel, R.Kumar
6. Hospital & Health Services administration-Principles & practices, Tabish, OUP

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BUSINESS COMMUNICATION

TIU-UMG-T109

L-T-P: 2-1-0   **Credit: 3**

Module – I

- Principles of Communication– Definition, Purpose, Process, Types
- Verbal Communication – Target group profile, Barriers of Communication, Listening, Feedback, Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication

Module – II

- Written Communication – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation,
- Using simple words, Proof Reading.
- Report Writing– Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points,
- Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing.

Module – III

- Internal Communication – Circulars, Notices, Memos, Agenda and Minutes
- External Communication – Resume/CV, Using Facsimiles (Fax), Electronic Main, Handling Mail

Module – IV

- Writing Business Letters– Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement
- Handling Business Information– Annual Report, House Magazine, Press Release, Press Report.

Readings

- Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .
- Kaul , Asha - Effective Business Communication, Prentice Hall.
- Raman, M & Singh, P - Business Communication, OUP
- Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
- Taylor, Shirley - Communication for Business, 4thEdn.-Pearson Education

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COMPUTER FUNDAMENTALS & APPLICATIONS

TIU-UMG-T111

L-T-P: 2-1-0   **Credit: 3**

Computer Fundamentals

Unit -I

Data and Information: meaning & concept, levels of data processing, data representations;

Unit -II

Introduction to memory organization – characteristic terms for various memory devices, main/primary memory, external/auxiliary memory, high speed memory.

Unit-III

Introduction to I/O organization; CPU organization, binary arithmetic, ALU, control logics, software concept & terminology; Operating Systems Concepts ; Introduction to Graphical User Interface;

Unit-IV

Introduction to Management Information Systems; Fundamental or Data Communication; Network Concepts and Classification; Introduction to internet and its application.

Unit-V

Overview of Computer Applications in Public Services and Business; Office Automation Applications – Word Processor (MS - Word), Spreadsheet (MS-Excell), Graphics & Presentation (MS-Powerpoint); Database Management System (ACCESS)

Readings

- V. Rajaraman : Fundamentals of Computers, Prentice-Hall.
- S. K. Basandra :Computers Today, Galgotia Books.
- J. Shelly & R. Hunt : Computer Studies, Wheeler Publish