



# ADMISSION BROCHURE

**BHM PROGRAMME**

**2022-23**

**(Under Self-Financing Scheme)**

**DEPARTMENT OF MANAGEMENT STUDIES  
GURU GHASIDAS VISHWAVIDYALAYA  
(A Central University established by The Central Universities Act, 2009)  
BILASPUR, CHHATTISGARH**

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## MESSAGES



Hospitality Sector has been one of the important sector of the economy generating employment for many. Apart from generating employment, Hospitality education promotes entrepreneurs. The University has launched this four year Bachelor in Hotel Management Programme with an objective to be one of the leading hospitality centre focusing on employment and entrepreneurship. The carefully designed course structure with the right blend of theory and practice empower the students to take on challenges of the industry effectively. Best wishes for this new academic beginning.

**-- Prof. Alok Kumar Chakrawal**  
Hon'ble Vice Chancellor, Guru Ghasidas Vishwavidyalaya, Bilaspur



Guru Ghasidas Vishwavidyalaya has recently taken many steps in establishing itself as a preferred brand at the national and international level. The four year Bachelor of Hotel Management Programme launched by Department of Management Studies is a steps in this direction. I am confident that , this four year undergraduate Programme in Hotel Management will enhance the employability of the students and bring laurels for the University. Best wishes for a glory carrier.

**-- Prof. Shailendra Kumar**  
Registrar, Guru Ghasidas Vishwavidyalaya, Bilaspur



This BHM course would ensure to develop a holistic development of hospitality students by encouraging them to become entrepreneurs, leaders and managers. It would enhance the employability skills of the admitted students in this sector. It would enhance the capacity of the students to improve their decision making skills as well. Wishing you all the best for a great academic journey.

**-- Prof. Ashok Kumar Mishra**  
Dean, School of Studies in Management & Commerce  
Guru Ghasidas Vishwavidyalaya, Bilaspur



The new course of BHM is a result of discussions among the renowned hospitality industry experts, various top-level Academicians, and Professionals. It is our way of advancing education and ensuring that our students enable to put themselves in the industry-ready dimension. I welcome you all to enroll in this course and the course will help you to achieving your carrier goals. We enjoin everyone qualified to enroll in this new courses. We are hoping that this development will help you advance your career. The Department wishes everyone the best in their studies!

**-- Dr. B. D. Mishra**  
Head, Department of Management  
Guru Ghasidas Vishwavidyalaya, Bilaspur

## About The University

Guru Ghasidas Vishwavidyalaya (GGV), is a Central University established by The Central Universities Act, 2009, is an active member of the Association of Indian Universities and Association of Commonwealth Universities. The National Assessment & Accreditation Council (NAAC) has accredited the University with B grade.

Situated in a socially and economically challenged area, the University is appropriately named to honor the Great Satnami Saint Guru Ghasidas (born in 17th Century), who championed the cause of the downtrodden and waged a relentless struggle against all forms of social evils and injustice prevailing in the society.

GGV offers various Under Graduate, Post Graduate and Ph. D. courses in the areas of Arts, Commerce, Engineering & Technology, Law and Humanities, Life Sciences, Management, Pharmacy, Physical Sciences and Social Sciences.

## About The Department

Responding to the changing and increasing needs for professional education and training in management, the Department of Management Studies was established in 1988. The Department prepares students to become effective managers in the new economic era, and the emphasis is always on quality education and promoting a culture of enquiry and enterprise.

Department offers the following programmes:

1. Two Years Master of Business Administration (MBA) Full-Time programme;
2. Ph. D. Programme in Management.
3. Four Years Bachelor in Hotel Management (BHM) programme from the academic session 2022-2023

## The Vision

The Department strives to carve out a niche for itself to be amongst the leading management schools in India. The Department aims to trained students to make them employable and socially responsible citizens. The Department of Management Studies aims to create an enabling environment for promoting a culture of enquiry and enterprise.

## *The Programme aims*

- To provide quality education to the students to make them effective managers in the rapid changing environment.
- Develops managerial skills and strategic agility in the students enabling them to take a fresh and innovative approach for solving today's business and societal challenges.

## About The BHM Programme

Looking in to the need and demand for qualified and skilled manpower in Hospitality Sector, Guru Ghasidas Vishwavidyalaya has started the BHM Programme in Department of Management Studies. The BHM Programme is highly skill oriented with a focus on industry exposure leading to suitable placement of students in different Hospitality Organization.

## Key Features of the Programme

- ✓ BHM is a professional course and the course structure has been carefully design with inputs from industry experts and well known academicians in the field .
- ✓ It involves almost everything about hospitality, hotel administration and tourism. The course includes various specialization in Hotel Management such as Food and Beverage Production, Accommodation, Housekeeping, etc.
- ✓ It is a hands-on programme where a lot of physical training and live sessions are held to help learn essential skills pertaining to the hotel and hospitality sector.
- ✓ The delivery of this programme is designed to ensure intensive training sessions with industry experts and internships in hotels and resorts. Students get a lot of industry ready skills and experience.

## Vision and Mission of the Programme

### Vision

The vision of the programme is to established itself as a leader in Hospitality Education for its stakeholder by imparting right attitude, skill and knowledge.

### Mission

- ✓ To impart Global Hospitality Education and Training with right balance of traditional and modern practices.
- ✓ To make the students industry ready and churn out entrepreneurs through rigorous industry training.
- ✓ To nurture skill and knowledge in the students to enable them to face challenges in the Hospitality Industry and make them socially responsible.

## Why Should You Study BHM?

The reasons to pursue a BHM course will depend on the individual's goals and aims. Some of the general reasons why a Bachelor of Hospitality Management should be pursued are as follows:

**Unlimited career choices:** BHM graduates hired in different types of job areas like hotels, restaurants, cruise ships, resorts etc. One can also be hired in the event management sector, travel and tourism sector too. There is no limit to the job opportunities available to an individual with a BHM degree with necessary skills.

**Travel opportunities:** Hospitality management offers attractive travel opportunities for work. If one is skilled properly , employment opportunities can be explored in reputed Hospitality Sector inside and outside country and gained a satisfactory pay grade.

**Skill Enrichment:** BHM course provides an opportunity for massive skill enhancement in the students .It helps the students to develop and hone the skills like customer care , team work , leadership and quality consciousness.

**Programme Structure of Bachelor of Hotel Management (BHM) Programme**

<b>Paper Code</b>	<b>Type</b>	<b>Paper Title</b>	<b>Credits</b>
<b>First Year</b>			
<b>I Semester</b>			
BHM 101	DSC	Foundation Course in Food Production – I	6
BHM 102	DSC	Foundation Course in Food & Beverage Service – I	6
BHM 103	DSC	Foundation Course in Front Office –I	6
BHM 104	DSC	Foundation Course in Accommodation-I	6
<b>Total Credits</b>			<b>24</b>
<b>II Semester</b>			
BHM 201	DSC	Foundation Course in Food Production – II	6
BHM 202	DSC	Foundation Course in Food & Beverage Service – II	6
BHM 203	DSC	Foundation Course in Front Office –II	6
BHM 204	DSC	Foundation Course in Accommodation-II	6
<b>Total Credits</b>			<b>24</b>
<b>Second Year</b>			
<b>III Semester</b>			
BHM 301	DSE	Industrial Exposure	18
<b>Total Credits</b>			<b>18</b>
<b>IV Semester</b>			
BHM 401	DSC	Indian Cookery	6
BHM 402	DSC	Food & Beverage Service Operation	6
BHM 403	DSC	Accommodation Operation	6
BHM 404	AECC	Business Communication in Hospitality	2
<b>Total Credits</b>			<b>20</b>
<b>Third Year</b>			
<b>V Semester</b>			
BHM 501	DSC	Continental Cuisine	6
BHM 502	DSE*	Front Office Operation	6
BHM 503	DSE*	Food & Beverage Service Management	6
BHM 504	DSE*	Hospitality Laws	6
BHM 505	AECC	Environmental Studies	2
<b>Total Credits</b>			<b>20</b>
<b>*A student must choose two out of the above three electives.</b>			
<b>VI Semester</b>			
BHM 601	DSE*	Front Office Management	6
BHM 602	DSE*	Accommodation Management	6
BHM 603	DSE*	Human Resource Management	6
BHM 604	SEC	French for Hospitality	2
BHM 605	SEC	Food and beverage Controls	2
BHM 606	SEC	Accounting skills in Hospitality	2
<b>Total Credits</b>			<b>18</b>
<b>*A student must choose two out of the above three electives.</b>			
<b>Fourth Year</b>			
<b>VII Semester</b>			
BHM 701	DSE*	Hospitality Sales and Marketing	6

BHM 702	DSE*	Bakery Management	6
BHM 703	DSE*	Entrepreneurship in Hospitality	6
BHM 704	SEC	Hotel Engineering and Operation	2
BHM 705	SEC	Event Management	2
BHM 706	SEC	Food Science and Nutrition	2

**Total Credits 18**

**\*A student must choose two out of the above three electives.**

### VIII Semester

BHM 801	DSE	On the Job Training	18
<b>Total Credit</b>			<b>160</b>

**Note: All the courses will be supported by appropriate training/practical.**

### FACILITIES IN THE CAMPUS

**Hostel:** Hostel facility for boys and girls are available in the campus.

**Computer Lab:** Students of the Department are eligible to avail the centralized computer facility. The Department has fully air-conditioned computer lab with internet facilities well connected with LAN networking and necessary software for management students.

**Library:** The University has a well stocked up-to-date library containing large number of books, back volumes of journals and projects / Ph.D. thesis. Presently, it subscribes about 150 Indian and foreign journals in various disciplines. The reprographic facility on subsidized rate is provided to the users along with other library services. The library has internet facility and library automation with INFLIBNET link is under progress. Besides the central library, students can also use the departmental library. Departmental library mainly provides Text books on various functional area of Management.

**National Service Scheme:** The University has a unit of National Service Scheme (NSS). The aim of NSS is to provide an opportunity and working experience for social services. The students of the department participate in various activities like plantation, blood donation, seminar, essay writing, quiz, and debate etc., organized by the NSS unit of the university.

**Proctorial Board:** The University has constituted a Proctorial Board for keeping its campus disciplined. The board takes prompt action in case of any misconduct if occurs in the campus and recommends appropriate punishment for student found guilty. It also takes all the preventive measures against ragging and examines the cases of alleged ragging (if any).

**Post Office and Bank:** The residents and students in the campus are provided with Banking & Communication facilities. Punjab National Bank (PNB), Bank of India (BOI) and Post Office are rendering their services in the campus. ATM (24 hours) facilities as well as online banking facilities are provided by PNB and BOI. Also an ATM (24 hours) facility by State Bank of India is available in the campus. A new electronic telephone exchange is also established in the campus.

**Health Centre:** Health and ambulance facilities to the students and residents are available in the Health Centre located near the University Computer Centre. One medical officer with other staffs are available to take care of the Primary Health problems of the students and residents.

**SC/ST Cell:** University has a separate SC/ST cell. The cell processes and provides assistance to the SC/ST students to get scholarships as per the Government rules and deals with all the problems of the SC/ST students.



**Sports:** The University has a well-equipped physical education Centre with grounds to play various sports. There is one sports complex to improve the athletic skills of youth.

**Canteen Facility:** The University has a canteen in the campus, near the administrative building. The canteen provides snacks, tea, coffee, cold-drink; etc. during office hours as well as working lunch. It operates from 10 am to 5 pm on all working days. Canteen committee appointed by the Vishwavidyalaya monitors the quality, rates and standard.

**Auditorium:** One state of art Auditorium with a sitting capacity of about 800 audiences has recently been constructed near administrative block.

## INDUSTRY-ACADEMIA INTERACTION

The Department strives to establish a strong relationship with the industry through invited talks, meetings and training programmes for the students.

## CENTRAL PLACEMENT CELL

Central Placement Cell in collaboration with the Department organizes industrial visits, summer placements and campus recruitment. The Central Placement Cell helps the students in proper placement by arranging internship, on the job training and campus selection drives.

## CODE OF CONDUCT FOR STUDENTS

Students are admitted to the university to achieve academic excellence and shape their character to become responsible citizens. They must realize their responsibility towards the university and to its components like the faculty, staff & fellow students. Failure to maintain a good code of conduct shall result in disciplinary action.

### DRESS CODE

Candidates admitted to the department are required to follow the dress code of the Department. The students are supposed to come to the Department in the prescribed dress code . The details of the dress code will be intimated to the admitted students in the due course.

### MISCONDUCT

Any of the following activities (but not limited to these only) will be termed as misconduct:

1. Disruption of teaching activities or disturbing the learning process of other students in the campus.
2. Any act on the part of the students, which disrupts the functioning of the university, endangers health & safety of campus residents & damages the university properties.
3. Cheating in the examination & supplying false documents /information in order to seek any consideration/favor from the university.
4. Possession or consumption of intoxicating beverages on the campus.
5. Failure to return back the loaned material, settle university dues.
6. Possession of weapons.

7. Use of unparliamentarily language while in conversation with university staff & fellow students.

### **DISCIPLINARY ACTIONS:**

Failure to adhere to good conduct may result in disciplinary actions like:

1. A warning by the authorities.
2. Suspension from the particular class.
3. Suspension/Expulsion from the university.
4. Suspension of campus privileges e.g. hostel, accommodation, etc.
5. Withholding of examination results or withdrawal of awarded diploma/ degree certificate.
6. Any other disciplinary action deemed appropriate by the university authorities.

### **RAGGING :**

It is observed that perverse form of ragging is prevalent in institutions of higher learning. The Government and the apex courts of the country have taken very serious view to combat the menace of ragging in universities and other educational institutions. Ragging has been recognized as the “Cognizable offence” and is punishable under law. The following could be the possible punishments for those who are found guilty of participation in or abetment of ragging. The quantum of punishment shall, naturally depend upon the nature and gravity of the offence as established by disciplinary committee or the court of law.

### **PUNISHMENTS:**

1. Cancellation of admission;
2. Suspension from attending the classes;
3. Withholding/withdrawing scholarships/fellowships & other benefits;
4. Debarring from appearing in any tests / examination or other evaluation process;
5. Withholding results;
6. Debarring from representing the institution in any national meet, tournament, youth festival, etc.;
7. Suspension / Expulsion from the hostel;
8. Rustication from the institution for period varying from 1 to 4 semesters;
9. Expulsion from the institution & consequent debarring from admission to any other institution;
10. Fine up to Rs. 25000/-and
11. Rigorous imprisonment up to three years.

While the first ten types of punishment can be awarded by the appropriate authority of the institution itself, the last punishment can be awarded by a court of law. The candidates admitted to the Department and their parents/guardian are required to submit undertakings in the form of affidavits at the time of admission.

**ADMISSION:**

Admission into the 4 years BHM Programme will be through CUET 2022 to be conducted by NTA (National Testing agency)

**NO. OF SEATS** : 60 (UR-25, OBC-16, SC-09, ST-04, EWS-06)

**FEES:**

One time Registration fees Rs. 20,000.00 in 1st semester, Admission Fees for 1st semester to 7th semester is Rs. 50,000.00. per semester and for 8th Semester is Rs. 50,300.

**The other details contained in the admission brochure of the University for this session shall also be applicable *mutatis-mutandis*.**