

Far Western University
Faculty of Management
Bachelor of Hotel Management (BHM) Program

BHM Fourth Semester – Course Details
(Syllabus: BHM Fourth Semester)



Fourth Semester		
BHM 241	Facility Planning and Management	3
BHM 242	Consumer Psychology	3
BHM 243	Events and Banquet Management	3
BHM 244	Food Production –IV	3
BHM 245	Front Office Management	3

Office of the Dean
Faculty of Management
 Mahendranagar, Kanchanpur
 Website: www.facultymanagement.fwu.edu.np
 Email: dean.management@fwu.edu.np

Far Western University
Faculty of Management
Syllabus: BHM Fourth Semester

<i>Course Title: Facility Planning and Management</i>	<i>Course Code: BHM 241</i>
<i>Level: Undergraduate</i>	<i>Program: BHM</i>
<i>Year: Second</i>	<i>Semester: IV</i>
<i>Credit Hours: 3</i>	<i>Lecture Hours: 48</i>
<i>Full Marks: 100</i>	<i>Pass Marks: 40</i>
<i>Evaluation: Internal Assessment – 40%; Semester End – 60% (Theory)</i>	

Course Description:

This course introduces students to the planning, design, operation, and management of hotel facilities. It focuses on efficient space utilization, maintenance systems, safety standards, and sustainable practices in hospitality properties.

Course Objectives:

The objective of this course is to help students understand how to plan, design, and manage hospitality facilities effectively. It focuses on efficient space utilization, proper layout design, and understanding building systems like electrical, plumbing, and HVAC. The course also develops skills in maintenance management, safety, security, and hygiene standards. Additionally, it promotes sustainable practices such as energy and water conservation and teaches cost control for efficient facility operations.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Understand cost control in facility management
 - At the end of this course, students will be able to:
 - Plan basic hotel layouts
 - Understand building services and systems
 - Manage maintenance operations
 - Ensure safety and hygiene in facilities
 - Apply sustainable practices in hospitality
 - Control operational costs

Course Contents:**Unit 1: Introduction to Facility Planning****LH 6**

- Meaning and importance
- Scope in hospitality industry
- Types of hospitality facilities (hotels, resorts, restaurants)

Unit 2: Space Planning and Layout Design**LH 8**

- Principles of space planning
- Functional relationships (front-of-house & back-of-house)
- Layout of hotel departments:
 - Guest rooms
 - Lobby and reception

- Kitchen and restaurant
- Circulation and workflow planning

Unit 3: Building Systems & Services **LH 7**

- Electrical systems
- Plumbing and water supply
- HVAC (heating, ventilation, air conditioning)
- Lighting and acoustics
- Fire protection systems

Unit 4: Maintenance Management **LH 6**

- Types of maintenance (preventive, corrective, predictive)
- Maintenance planning and scheduling
- Equipment management
- Housekeeping coordination

Unit 5: Safety, Security & Hygiene **LH 7**

- Fire safety and emergency planning
- Security systems (CCTV, access control)
- Health and sanitation standards
- Risk management in hotels

Unit 6: Sustainable Facility Management **LH 7**

- Energy conservation
- Waste management
- Water conservation
- Green building concepts in hotels

Unit 7: Cost & Facility Operations **LH 7**

- Budgeting and cost control
- Lifecycle costing
- Outsourcing vs in-house services
- Facility audits

Reference Books

Main Text Books

Tarun Bansal – Hotel Facility Planning

David M. Stipanuk – Hospitality Facilities Management and Design

R. D. Dodge – Facility Planning and Design

Additional References

Fred Lawson – Hotels and Resorts: Planning, Design and Refurbishment

S. C. S. Kumar – Facility Management in Hospitality Industry

Nepal Context References

Nepal Tourism Board (NTB) Publications

Ministry of Culture, Tourism & Civil Aviation (MoCTCA) Reports

Far Western University
Faculty of Management
Syllabus: BHM Fourth Semester

Course Title: Consumer Psychology	Course Code: BHM 242
Level: Undergraduate	Program: BHM
Year: Second	Semester: IV
Credit Hours: 3	Lecture Hours: 48
Full Marks: 100	Pass Marks: 40
Evaluation: Internal Assessment – 40%; Semester End – 60% (Theory)	

Course Description

This course is designed to provide students with a comprehensive understanding of consumer psychology in the context of hospitality marketing. The course covers key concepts of psychology such as motivation, perception, learning, attitudes, and personality that shape consumer decision-making. It also focuses on the application of these concepts in enhancing service quality and improving guest satisfaction and loyalty.

Course Objectives

The primary objective of this course is to enable the students understanding concept and theories of consumer psychology that helps developing skills to enhancing customer satisfaction, building long-term loyalty and maintaining ethical practices in hospitality marketing. It focuses on developing knowledge of psychological factors such as motivation, perception, attitudes and personality that affect customer preference and choice.

Learning Outcomes

At the end of the course, the students will be able to :

- Understand the concepts and importance of consumer psychology in the field of hospitality marketing.
- Analyze factors that influence guest behavior.
- Analyze the consumer decision making process in service industries like hotels and restaurants.
- Explain how motivation, perception, learning, and attitudes affect customer decisions.
- Evaluate ethical issues and trends in consumer psychology specially in hospitality industries.

Course Contents

Unit I: Introduction to Consumer Psychology

LH 6

- Meaning, concept and importance of consumer psychology
- Scope of consumer psychology
- Consumer psychology and consumer behaviour
- Consumer behaviour as multidisciplinary discipline
- Application of consumer psychology understanding guest behaviour in hospitality business.
- Modern trends in Consumer Psychology (online booking behavior , social media influence and influencer marketing basics)

Unit II: Consumer Buying Process

LH 10

- Characteristics of hospitality consumers
- Understanding guest behavior in hotels
- Factors influencing guest decisions (cultural, social, personal, psychological)
- Three stages model of buying process: Pre-purchase stage (problem recognition, information search and evaluation of alternatives), purchase stage (actual buying decision influenced by price, promotion

and availability) and post-purchase stage (consumer evaluates satisfaction leads to repeat purchase complaints or word-of-mouth)

- Guest satisfaction and loyalty
- Handling complaints and service recovery.

Unit III: Motivation and Personality

LH 8

- Meaning and nature of motivation
- Theories of motivation (expectancy theory, equity theory, goal setting theory)
- Application of these theories in hospitality business
- Concept of personality
- Personality traits and lifestyle
- Importance of personality in hospitality marketing.

Unit IV: Learning and Perception

LH 6

- Definition and nature of learning
- Theories of learning (cognitive theory and social learning theory) and their application in hospitality business
- Concept of perception
- Perceptual process (exposure, attention, interpretation)
- Perception in hotel branding and ambiance

Unit V: Emotion and Attitude

LH 8

- Meaning and characteristics of emotion
- Importance of understanding guest emotion in marketing
- Definition of attitude
- Tri- component model of attitude
- Formation and change of attitude
- Cognitive dissonance theory
- Self-perception theory

Unit VI: Research in Consumer Psychology

LH 6

- Meaning and importance of research in consumer psychology
- Role of research in hospitality marketing and decision-making
- Types of consumer research: Basic vs applied and quantitative vs qualitative.
- Methods of data collection
- Surveys (online, offline, guest feedback forms)
- Observation method (customer behavior in restaurants/hotels)

Unit VII: Ethical Issues in Consumer Psychology

LH 4

- Ethical marketing practices in hotels
- Privacy and data protection
- Misleading advertisements and fairness

Basic Books

Dixit, S. K. (Ed.). (2021). *Consumer behaviour in hospitality and tourism*. Routledge.

Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2019). *Consumer behaviour* (12th ed.). Pearson India.

Reference Books

Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (Eds.). (2008). *Handbook of consumer psychology*. Psychology Press.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Krishna, R.(2014).*Consumer Behaviour*. Oxford university press. New Delhi.

Far Western University
Faculty of Management
Syllabus: BHM Fourth Semester

Course Title: Event and Banquet Management	Course Code: BHM 243
Level: Undergraduate	Program: BHM
Year: Second	Semester: IV
Credit Hours: 3	Lecture Hours: 48
Full Marks: 100	Pass Marks: 40
Evaluation: Internal Assessment – 40%; Semester End – 60% (Theory)	

Course Description:

This course provides students with a comprehensive understanding of the planning, organization, and execution of events and banquet operations within the hospitality industry. Marketing and promotional strategies, including branding and sponsorship, are also addressed. Finally, the course highlights risk management, legal considerations, crisis handling, and post-event evaluation to ensure effective and safe event delivery.

Course Objectives:

This Events and Banquet Management course for BHM students is aimed to:

- Develop a foundational understanding of the events and banquet industry.
- Equip students with knowledge of event planning processes, from concept development to execution.
- Enhance students' skills in managing banquet operations, layout and service styles.
- Familiarize students with documentation, vendor coordination and communication techniques.
- Build competencies in human resource management and team coordination in event settings.
- Introduce marketing, promotional strategies and risk management practices in events.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Explain the key concepts, types and structure of events and banquet management.
- Apply event planning frameworks to organize successful events based on client requirements.
- Demonstrate the ability to design banquet layouts and manage event logistics effectively.
- Prepare essential event documents and coordinate with vendors.
- Manage human resources, including staff and volunteers in event operations efficiently.
- Evaluate event performance using feedback, and apply risk management and marketing strategies in real world scenarios.

Course Contents:**Unit 1: Introduction to Events and Banquets****LH 6**

- Definition and characteristics
- History and scope of events industry
- Types of events: Social, Corporate, MICE
- Banquet department structure

Unit 2: Event Planning Framework**LH 8**

- Stages of events planning
- Client needs assessment

- Concept development
- Budgeting and financial planning
- Event timelines, venue selection and contracts

Unit 3: Banquet Operations and Logistics **LH 6**

- Banquet service styles
- Banquet layouts: Theatre, Classroom, Cluster, U-shape
- AV arrangements and technical logistics
- Event scheduling and flowcharts

Unit 4: Event Documentation and Coordination **LH 6**

- Preparation of Banquet Event Order (BEO)
- Menu design for events
- Vendor management: catering, audiovisual, décor, etc.
- Communication and negotiation

Unit 5: Human Resource Management and Events **LH 6**

- Considerations associated with HR planning for events
- The HR planning process for events
- Recruitment, selection and induction
- Motivating staff and volunteers

Unit 6: Marketing and Promotion of Events **LH 8**

- Event marketing strategies
- Branding and promoting events to target markets
- Sponsorships, partnerships and collaboration opportunities

Unit 7: Risk Management and Evaluation **LH 8**

- Safety and legal considerations
- Crisis management
- Post-event evaluation
- Guest feedback and performance assessment

Assignment: Students will design a Complete Event Plan. The event may be: Corporate Annual Meeting, International Conference, Wedding Reception, Gala Dinner or Cultural Festival.

Project Components:

1. Event concept proposal
2. Client needs and market analysis
3. Detailed Budget and Financial plan
4. Venue layout
5. Banquet menu and service plan
6. BEO and documentation file
7. Risk management plan
8. Event flowchart and logistic schedule
9. Post-event evaluation design

Submission requirements:

1. Project report (minimum 20 pages)
2. Presentation

References:

Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. Wiley
 O’Fallon, M. J., & Rutherford. D. G. (2010). *Hotel Management and Operations*. Wiley
 Jimenez, E. (2023). *Event and Banquet Management*
 Bowdin, G., Allen, J., Harris, R., McDonnell, I., & O’Toole, W. (2011). *Events management*. Routledge.

Far Western University
Faculty of Management
Syllabus: BHM Fourth Semester

<i>Course Title: Food Production - IV</i>	<i>Course Code: BHM 244</i>
<i>Level: Undergraduate</i>	<i>Program: BHM</i>
<i>Year: Second</i>	<i>Semester: IV</i>
<i>Credit Hours: 3</i>	<i>Lecture Hours: 48</i>
<i>Full Marks: 100</i>	<i>Pass Marks: 40</i>
<i>Evaluation: Internal Assessment – 20%; Semester End – 80% (Theory 40% and Practical 40%)</i>	

Course Description:

This course focuses on modern culinary arts, emphasizing specialty and trend cuisines such as plant-based, vegan, and molecular gastronomy. It covers key aspects of garde manger, including the preparation of cold sauces, salads, sandwiches, canapés, and hors d’oeuvres, alongside essential techniques in charcuterie, pâtés, terrines, and galantines. Students will gain an understanding of cold kitchen operations, food preservation methods like curing, smoking, and fermentation, and the responsibilities of a garde manger chef. Practical sessions provide hands-on experience in creating innovative menus, ensuring students develop both technical and creative skills in contemporary and classical culinary practices.

Course Objectives:

This Food Production course for BHM students is aimed to:

- Introduce students to specialty and trend cuisines, including plant based, vegan, molecular and ethnic fusion dishes.
- Familiarize students with the fundamentals and historical development of garde manger and cold kitchen operations.
- Equip students with the skills to prepare classical and contemporary salad, dressing and cold sauces.
- Teach students the techniques for preparing a variety of sandwiches, canapes and hors d’oeuvres.
- Provide a comprehensive understanding of charcuterie, including sausages, pâtés, terrines, and galantines.
- Develop students’ knowledge of curing and preservation methods and their application in food production.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Describe the principles and techniques of specialty and trend cuisines.
- Explain the role and organization of the garde manger station and understand cold kitchen operations.
- Demonstrate the preparation of wide variety of salads, dressings and cold sauces, incorporating modern flavor adaptations.
- Prepare different types of sandwiches, canapés, and hors d’oeuvres, with an understanding of global variations.
- Prepare and present charcuterie items.
- Apply techniques of food preservation, including curing, smoking, pickling and fermenting, ensuring microbial safety and flavor development.

Course Contents:**Unit 1: Specialty and Trend Cuisines** **LH 4**

- Plant-based and Vegan cuisine
- Molecular cuisine (theory): foams and espumas, gels and hydrocolloids
- Ethnic-fusion and global street-food
- Innovation, authenticity, and responsible cultural representation

Unit 2: Introduction to Garde Manger **LH 3**

- Definition, role, and scope in modern culinary operations
- Historical development
- Responsibilities of the Garde Manger chef
- Organization and workflow of a professional cold kitchen

Unit 3: Salads, Dressings and Cold Sauces **LH 4**

- Salad classifications: simple, compound, contemporary bowls
- Classical and modern dressings (vinaigrettes, emulsions, plant-based dressings)
- Cold sauces: mayonnaise derivatives, aioli, tartar, yogurt-based sauces
- Modern innovations and flavor adaptations

Unit 4: Sandwiches, Canapés and Hors d’oeuvres **LH 4**

- Sandwich components and global sandwich styles
- Canapés: bases, toppings, garnishes, and assembly
- Hors d’oeuvres: Cold vs. hot horsd’oeuvres
- Modern cold hors d’oeuvres and fusion influences

Unit 5. Charcuterie **LH 5**

- Definition and historical development
- Sausage and forcemeats: Types, emulsification and binding theory
- Pâtés, Terrines and Galantines: Types and preparation principles
- Role in classical and modern gastronomy

Unit 6: Curing and Preservation Methods **LH 4**

- Principles of curing: Dry cure, wet cure
- Smoking methods
- Confit, rilette, pickling, fermenting
- Microbial risks in curing and fermentation

Practical **LH 24**

Vegan four course menu – 2 numbers	LH 6
Preparation of compound and contemporary salads	LH 3
Preparation of Sandwiches and canapes	LH 3
Preparation of cold and hot hors d’oeuvres	LH 6
Preparation of Pâtés and Terrines	LH 3
Preparation of Galantine	LH 3

References

- Sackett, L., Pestka, J., & Gisslen, W. (2010). *Professional garde manger*. Wiley
- Gisslen, W. (2011). *Professional Cooking*. John Wiley & Sons, Inc.
- Labensky, S. R., Hause, A. M., & Martel, P. A. (2015). *On cooking: A textbook of culinary fundamentals*. Pearson.

Far Western University
Faculty of Management
Syllabus: BHM Fourth Semester

Course Title: Front Office Management	Course Code: BHM 245
Level: Undergraduate	Program: BHM
Year: Second	Semester: IV
Credit Hours: 3	Lecture Hours: 48
Full Marks: 100	Pass Marks: 40
Evaluation: Internal Assessment – 20%; Semester End – 80% (Theory 40% and Practical 40%)	

Course Description:

This course focuses on the key operational and managerial aspects of managing the front office in the hospitality industry. It explores the intricacies of front office accounting, ledger management, and the night audit process, providing students with the necessary knowledge to manage financial operations effectively. The integration of technology, sustainability practices, and trends in the front office, such as automation and AI, will prepare students for modern challenges in the hospitality sector.

Course Objectives:

This Front Office Management course for BHM students is aimed to:

- Develop students' leadership and supervisory skills necessary for managing front office effectively.
- Understand the front office financial management cycle, including ledger management, auditing and fraud prevention.
- Equip students with revenue management and forecasting techniques to maximize room revenue and occupancy.
- Provide students with tools and strategies for budgeting, cost control and variance analysis.
- Enhance students' ability to maintain high quality service standards and manage guest satisfaction.
- Expose students to the latest technological trends in the front office.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Demonstrate effective leadership and supervisory skills for managing front office staff.
- Apply front office financial management techniques, including ledger management, auditing and night auditing procedures.
- Utilize revenue management strategies and forecasting tools to optimize room pricing, occupancy and revenue.
- Develop departmental budgets, control operational costs and measure performance through variance analysis.
- Measure guest satisfaction, handle complaints and implement service recovery strategies to improve quality standards.
- Implement technology trends, such as automation, mobile check-ins, CRM systems and understand sustainability practices in front office operations

Course Contents:**Unit 1: Supervisory Functions****LH 3**

- Leadership skills and staff supervision
- Scheduling, staffing, performance appraisal
- Conflict resolution and professional ethics
- Training & motivation in Front Office

Unit 2: Front Office Financial Management	LH 4
<ul style="list-style-type: none"> • Detailed Front Office accounting cycle • Ledger management & account auditing • Allowances, corrections, rebates & transfers • Night audit: purpose, procedures, reports • Fraud prevention and internal control in cash handling 	
Unit 3: Revenue Management and Forecasting	LH4
<ul style="list-style-type: none"> • Fundamentals of revenue management • Key metrics: ADR, RevPAR, Occupancy, GOPPAR • Pricing strategies (BAR, dynamic pricing, packages) • Demand forecasting techniques • Overbooking strategies & capacity management 	
Unit 4: Budgeting and Cost Control	LH 4
<ul style="list-style-type: none"> • Preparing departmental budgets • Operating costs and cost-control techniques • Forecasting room revenue • Variance analysis & performance measurement 	
Unit 5: Quality Management in Front Office	LH 5
<ul style="list-style-type: none"> • Service quality models (SERVQUAL, GAP Model) • Guest satisfaction measurement • Complaint analysis & service recovery strategies • Performance KPIs for Front Office 	
Unit 6: Technology and Trends in Front Office	LH 4
<ul style="list-style-type: none"> • Advanced PMS functionalities • Automation & AI in Front Office • Mobile check-ins, digital key systems • CRM systems & guest data analytics • Sustainability practices in Front Office operations 	
Practical	LH 24
Night audit simulation using PMS	LH 6
Developing SOPs for FO operations	LH 6
Yield management exercises	LH 6
Overbooking decision simulations	LH 3
Conflict resolution and staff handling	LH 3

References

- Tewari, J. R. (2016). *Hotel Front Office Operations Management*. Oxford & IBH publishing
- Bardi, J. A. (2011). *Hotel Front Office Management*. John Wiley & Sons, Inc.
- Andrews, S. (2017). *Textbook of Front Office Management and Operations*. McGraw Hill Education