

## **1. Bachelors of Business Administration - Hotel Management**

### **Course Overview:**

Hospitality industry is looked as a benchmark by almost every industry which deals in customer services and service delivery. This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the Hospitality Industry as well as prepares the students to build their career in any sector of the customer service industry. The modules studied during the three years of this bachelor's degree program covers a wide range of operational areas of almost every corner of the Service Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest service delivery levels by demonstration of effective interpersonal skills along with the technical knowledge of the hospitality and service industry.

A Bachelor of Business Administration in Hotel Management prepares graduates to enter the hospitality industry in an administrative capacity within organizations that provide hosted lodging. Mastering the complexities of the hotel industry is just one aspect of this dynamic and career-oriented degree program.

Hotel management is a special career path within the hospitality industry. Like many other hospitality careers, it focuses largely on making people happy. In addition to the customer service aspect of this job, successful hotel managers must create a productive work environment for employees and manage the many changing demands common to the hospitality field. A BBA in Hotel Management is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry.

### **Duration:**

The total duration of the course shall be of three years, spread over in six semesters.

### **Eligibility:**

The candidate should have a passed the 10 +2 with minimum 45% marks.

### **Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

### **Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

### **Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the six semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be

changed as per university guidelines and updates.

### **Semester-1**

- Paper-1: Fundamentals of Management
- Paper-2: Travel and Tourism Management
- Paper-3: Hygiene & Nutrition
- Paper-4: Communication-I
- Paper-5: Introduction to Indian Cookery (Practical)
- Paper-6: Introduction to the Indian Cookery

### **Semester – 2**

- Paper-1: Hotel Accounting
- Paper-2: Accommodation & Front Office Foundation
- Paper-3: Food and Beverage Service Foundation
- Paper-4: Food & Beverage Production (Practical)
- Paper-5: Environmental Sciences
- Paper-6: Ethics and Corporate Social Responsibility

### **Semester-3**

- Paper-1: Hospitality Marketing
- Paper-2: Human Resource and Organizational Behavior
- Paper-3: Advance Housekeeping Operations
- Paper-4: Basics of Food and Beverage Production
- Paper-5: Advanced Course in Front Office Operations
- Paper-6: Tourism Resources of India

### **Semester-4**

- Paper-1: Nutrition and Food Science
- Paper-2: Hotel Engineering and Facilities Planning
- Paper-3: Advance Food and Beverage Operations
- Paper-4: Entrepreneurial Development
- Paper-5: Accommodation Operation Management
- Paper-6: Financial Management

### **Semester-5**

- Paper-1: Food & Beverage Service
- Paper-2: Convention and Event Planning
- Paper-3: Specialized Catering Management
- Paper-4: Global Cuisine and Culture
- Paper-5: Information Technology in Tourism and Hospitality
- Paper-6: Food & Beverage Production (Practical)

### **Semester-6**

- Paper-1: Food & Beverage Services and Production
- Paper-2: Housekeeping

- Paper-3: Front Office

**Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

**Fee:**

Registration fee of INR – 15,000 (Indian Rupees Fifteen thousand only). This is non-refundable.

Per semester fee is INR – 55,000 (Indian Rupees Fifty-five thousand only) will be applicable as per term of the semester.

**Learning outcomes:**

At Inspire Living Management Academy learning outcomes are given up most importance as these are the fundamentals in ensuring and measuring the learning achievement in terms of what a student should know, understand and be able to do on completion of a course. These outcomes are aligned with the attributes and qualities required by the industry.

Students Attribute	Course Learning Outcome
Intellectual rigour	At ILMA, the students are guided and motivated to exercise critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hotel operations and management.
Creativity	At ILMA, the students are guided and motivated to demonstrate creative, strategic and critical thinking in relation to hotel operations and management.
Ethical practice	At ILMA, the students are guided and motivated to demonstrate an understanding of ethical standards and professionalism in hotel operations and management practices.
Knowledge of a discipline	At ILMA, the students are guided and motivated to apply theoretical and technical knowledge and skills within

Students Attribute	Course Learning Outcome
	defined contexts in the field of hotel management.
Lifelong learning	At ILMA, the students are guided and motivated to demonstrate responsibility and accountability for independent learning, reflection, and information literacy skills in hotel management.
Communication and social skills	At ILMA, the students are guided and motivated to communicate information, concepts and solutions, individually and/or in a team, clearly and effectively.
Cultural competence	At ILMA, the students are guided and motivated to demonstrate sensitivity and respect for cultural diversity in a range of hotel operations across the hospitality industry considering the fact that the hospitality industry is a global profession in totality.

### **Internship Opportunities:**

Inspire Living Management Academy offers students an opportunity to integrate theory with the practice with the help of hands-on learning-based internships. This aims at developing the student's levels of responsibility towards the professional workplace through continuous engagement via ILMA internship programs.

Internships are integrated into the Bachelor of Business Administration - Hotel Management or Bachelor of Hotel Management. They are a unique part of our degrees, designed to assist in working out which career pathway is best suited to you as a student and to add valuable experience to your career. Internships may be undertaken within India or internationally. Students may gain experience in any sector of tourism and hospitality and must accrue a minimum of 6 months to 11 months practical workplace experience.

### **Benefits of attending internship program**

- Hands-on work in a real-world setting to gain actual professional work experience.
- Observe and develop new skills which allows to perform in professional work environment.
- Exposure to current industry practices and ways to make it better.

- Develop your communication and teamwork skills in order to succeed in professional.
- Secure valuable experience for your resume in order to have potential future growth.
- Build a network of industry contacts to support learning and development.

### **Career Opportunities:**

As hospitality is a globally emerging industry and is increases day by day due to the rise in customer services functions. A student who has earned a degree or diploma in hotel management can work in the below mentioned sectors within hospitality industry as well as within many other industries which deal in customer services and service delivery functions for example hospitals, banks, schools, colleges, railways, telecom services, BPO's, call center, malls, retail etc..

- Club and Bar Management
- Hotels, Restaurants, Holiday homes and Time share concepts.
- Hospital Administration and Catering services.
- Airline Guest Services, Catering and Cabin Services
- Guest Houses and Lodges.
- Cruise Ships and Cargo Ships
- Forest Lodges and Villas
- Hotel and Catering Institutes and Organizations
- Catering departments- Shipping companies, Banks, Armed forces, and Railways etc.
- Hotel & Tourism Associations and Affiliates.

## **2. Diploma in Hotel Management**

### **Course Overview:**

This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the Hospitality Industry as well as prepares the students to build their career within the key domains of hospitality and tourism industry. The modules studied during the covers a wide range of operational areas of almost every corner of the hospitality Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest service delivery levels by demonstration of effective interpersonal skills along with the technical knowledge of the hospitality and service industry.

This Diploma program prepares students to enter the hospitality industry in an operational capacity within organizations that provide hosted lodging. One aspect of this dynamic and

career-oriented diploma program is to make the student employable within the hospitality sector.

Hotel management is a special career path within the hospitality industry. Like many other hospitality careers, it focuses largely on making people happy. In addition to the customer service aspect of this job, successful hotel managers must create a productive work environment for employees and manage the many changing demands common to the hospitality field. A Diploma in Hotel Management is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry.

**Duration:**

The total duration of the course shall be of 1.5 years, spread over in two semesters and internship period of minimum six months to one year.

**Eligibility:**

The candidate should have a passed the 10 +2 with minimum 45% marks.

**Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

**Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

**Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the two semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be changed as per university guidelines and updates.

**Semester-1**

- Paper-1: Fundamentals of Management
- Paper-2: Travel and Tourism Management
- Paper-3: Tourism Resources of India
- Paper-4: Communication-I
- Paper-5: Environmental Sciences I
- Paper-6: Introduction to the Indian Cookery
- Paper-7: Quantitative Techniques

**Semester – 2**

- Paper-1: Hotel Accounting
- Paper-2: Accommodation & Front Office Foundation - I

- Paper-3: Food and Beverage Service Foundation - I
- Paper-4: Communication-II
- Paper-5: Environmental Sciences - II
- Paper-6: Ethics and Corporate Social Responsibility
- Paper-7: Hospitality Marketing

**Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

**Fee:**

Registration fee of INR – 15,000 (Indian Rupees Fifteen thousand only). This is non-refundable.

Per semester fee is INR – 55,000 (Indian Rupees Fifty-five thousand only) will be applicable as per term of the semester.

**Learning outcomes:**

At Inspire Living Management Academy learning outcomes are given up most importance as these are the fundamentals in ensuring and measuring the learning achievement in terms of what a student should know, understand and be able to do on completion of a course. These outcomes are aligned with the attributes and qualities required by the industry.

Students Attribute	Course Learning Outcome
Intellectual rigour	At ILMA, the students are guided and motivated to exercise critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hotel operations and management.
Creativity	At ILMA, the students are guided and motivated to demonstrate creative, strategic and critical thinking in relation to hotel operations and management.
Ethical practice	At ILMA, the students are guided and motivated to demonstrate an understanding of ethical standards and professionalism in hotel operations and management practices.

Students Attribute	Course Learning Outcome
Knowledge of a discipline	At ILMA, the students are guided and motivated to apply theoretical and technical knowledge and skills within defined contexts in the field of hotel management.
Lifelong learning	At ILMA, the students are guided and motivated to demonstrate responsibility and accountability for independent learning, reflection, and information literacy skills in hotel management.
Communication and social skills	At ILMA, the students are guided and motivated to communicate information, concepts and solutions, individually and/or in a team, clearly and effectively.
Cultural competence	At ILMA, the students are guided and motivated to demonstrate sensitivity and respect for cultural diversity in a range of hotel operations across the hospitality industry considering the fact that the hospitality industry is a global profession in totality.

### **Internship Opportunities:**

Inspire Living Management Academy offers students an opportunity to integrate theory with the practice with the help of hands-on learning-based internships. This aims at developing the student's levels of responsibility towards the professional workplace through continuous engagement via ILMA internship programs.

Internships are integrated into the Diploma In Hotel Management program. They are a unique part of our degrees, designed to assist in working out which career pathway is best suited to you as a student and to add valuable experience to your career. Internships may be undertaken within India or internationally. Students may gain experience in any sector of tourism and hospitality and must accrue a minimum of 6 months to 11 months practical workplace experience.

### **Benefits of attending internship program**

- Hands-on work in a real-world setting to gain actual professional work experience.
- Observe and develop new skills which allows to perform in professional work environment.

- Exposure to current industry practices and ways to make it better.
- Develop your communication and teamwork skills in order to succeed in professional.
- Secure valuable experience for your resume in order to have potential future growth.
- Build a network of industry contacts to support learning and development.

### **Career Opportunities:**

As hospitality is a globally emerging industry and is increases day by day due to the rise in customer services functions. A student who has earned a degree or diploma in hotel management can work in the below mentioned sectors within hospitality industry as well as within many other industries which deal in customer services and service delivery functions for example hospitals, banks, schools, colleges, railways, telecom services, BPO's, call center, malls, retail etc..

- Club and Bar Management
- Hotels, Restaurants, Holiday homes and Time share concepts.
- Hospital Administration and Catering services.
- Airline Guest Services, Catering and Cabin Services
- Guest Houses and Lodges.
- Cruise Ships and Cargo Ships
- Forest Lodges and Villas
- Hotel and Catering Institutes and Organizations
- Catering departments- Shipping companies, Banks, Armed forces, and Railways etc.
- Hotel & Tourism Associations and Affiliates.

### **3. Diploma in Food Production**

#### **Course Overview:**

This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the food production / culinary / kitchen functions and role within the hospitality Industry. This course prepares the students to build their career within the key domains of food production / culinary / kitchen of the hospitality and tourism industry.

The modules studied during this diploma course covers a wide range of operational areas of almost every corner of the food production Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest levels by demonstration of effective interpersonal skills along with the technical knowledge of the food production industry.

This Diploma program prepares students to enter the hospitality industry in an operational capacity within organizations that deals in food production and ranges from caterings, hotels, restaurants to packaged food industry. One aspect of this dynamic and career-oriented diploma program is to make the student employable within the food production domain.

Hotel management is a special career path within the hospitality industry. Like many other hospitality careers, it focuses largely on making people happy. In addition to the customer service aspect of this job, successful hotel managers must create a productive work environment for employees and manage the many changing demands common to the hospitality field. A Diploma in Food Production is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry.

**Duration:**

The total duration of the course shall be of 1.5 years, spread over classroom sessions and internship period of minimum three months to one year.

**Eligibility:**

The candidate should have a passed the 10 +2 with minimum 45% marks.

**Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

**Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

**Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the two semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be changed as per university guidelines and updates.

**Semester-1**

- Paper-1: Cookery
- Paper-2: Food and Beverage Service Foundation I
- Paper-3: Hygiene and Nutrition
- Paper-4: Commodities and Food Costing
- Paper-5: Larder
- Paper-6: Food Production Operations

**Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

**Fee:**

Registration fee of INR – 15,000 (Indian Rupees Fifteen thousand only). This is non-refundable.

Per semester fee is INR – 55,000 (Indian Rupees Fifty-five thousand only) will be applicable as per term of the semester.

**Learning outcomes:**

At Inspire Living Management Academy learning outcomes are given up most importance as these are the fundamentals in ensuring and measuring the learning achievement in terms of what a student should know, understand and be able to do on completion of a course. These outcomes are aligned with the attributes and qualities required by the industry.

Students Attribute	Course Learning Outcome
Intellectual rigour	At ILMA, the students are guided and motivated to exercise critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hotel operations and management.
Creativity	At ILMA, the students are guided and motivated to demonstrate creative, strategic and critical thinking in relation to hotel operations and management.
Ethical practice	At ILMA, the students are guided and motivated to demonstrate an understanding of ethical standards and professionalism in hotel operations and management practices.
Knowledge of a discipline	At ILMA, the students are guided and motivated to apply theoretical and technical knowledge and skills within defined contexts in the field of hotel management.

Students Attribute	Course Learning Outcome
Lifelong learning	At ILMA, the students are guided and motivated to demonstrate responsibility and accountability for independent learning, reflection, and information literacy skills in hotel management.
Communication and social skills	At ILMA, the students are guided and motivated to communicate information, concepts and solutions, individually and/or in a team, clearly and effectively.
Cultural competence	At ILMA, the students are guided and motivated to demonstrate sensitivity and respect for cultural diversity in a range of hotel operations across the hospitality industry considering the fact that the hospitality industry is a global profession in totality.

### **Internship Opportunities:**

Inspire Living Management Academy offers students an opportunity to integrate theory with the practice with the help of hands-on learning-based internships. This aims at developing the student's levels of responsibility towards the professional workplace through continuous engagement via ILMA internship programs.

Internships are integrated into the Diploma in Food Production. They are a unique part of our program, designed to assist in working out which career pathway is best suited to you as a student and to add valuable experience to your career. Internships may be undertaken within India or internationally. Students may gain experience in any sector of tourism and hospitality and must accrue a minimum of 3 months to 11 months practical workplace experience.

### **Benefits of attending internship program**

- Hands-on work in a real-world setting to gain actual professional work experience.
- Observe and develop new skills which allows to perform in professional work environment.
- Exposure to current industry practices and ways to make it better.
- Develop your communication and teamwork skills in order to succeed in professional.
- Secure valuable experience for your resume in order to have potential future growth.

- Build a network of industry contacts to support learning and development.

### **Career Opportunities:**

As hospitality is a globally emerging industry and is increases day by day due to the rise in customer services functions. A student who has earned a degree or diploma in food production can work in the below mentioned sectors within hospitality industry as well as within many other industries which deal in customer services and service delivery functions for example hospitals, banks, schools, colleges, railways, telecom services, BPO's, call center, malls, retail etc..

- Club and Bar Management
- Hotels, Restaurants, Holiday homes and Time share concepts.
- Hospital Administration and Catering services.
- Airline Guest Services, Catering and Cabin Services
- Guest Houses and Lodges.
- Cruise Ships and Cargo Ships
- Forest Lodges and Villas
- Hotel and Catering Institutes and Organizations
- Catering departments- Shipping companies, Banks, Armed forces, and Railways etc.
- Hotel & Tourism Associations and Affiliates.

## **4. Diploma in Bakery and Confectionary**

### **Course Overview:**

This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the Bakery and Confectionary functions and role within the hospitality Industry. This course prepares the students to build their career within the key domains of Bakery and Confectionary kitchen of the hospitality and tourism industry.

The modules studied during this diploma course covers a wide range of operational areas of almost every corner of the Bakery and Confectionary Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest levels by demonstration of effective interpersonal skills along with the technical knowledge of the Bakery and Confectionary industry.

This Diploma program prepares students to enter the Bakery and Confectionary industry in an operational capacity within organizations that deals in Bakery and Confectionary and ranges from caterings, hotels, restaurants to packaged food industry. One aspect of this dynamic and career-oriented diploma program is to make the student employable within the Bakery and Confectionary domain.

Bakery and Confectionary is a special career path within the food industry. Like many other hospitality careers, it focuses largely on making people happy by preparing top quality Bakery and Confectionary products. In addition to the culinary preparation aspect of this job, successful Bakers and Confectioners must create a productive work environment for employees and manage the many changing demands common to the Bakery and Confectionary field. A Diploma in Bakery and Confectionary is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry with growth.

**Duration:**

The total duration of the course shall be of 1.5 years, spread over classroom sessions and internship period of minimum three months to one year.

**Eligibility:**

The candidate should have a passed the 10 +2 with minimum 45% marks.

**Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

**Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

**Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the two semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be changed as per university guidelines and updates.

- Paper-1: Bakery
- Paper-2: Confectionary
- Paper-3: Hygiene and Sanitation
- Paper-4: Commodities and Food Costing
- Paper-5: Computer Awareness
- Paper-6: Library

**Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be

required to obtain at least 40% marks in the aggregate of Theory Papers and 50% marks in Practical, Field Work, Internships and General Viva-Voce Examination.

**Fee:**

Registration fee of INR – 15,000 (Indian Rupees Fifteen thousand only). This is non-refundable.

Per semester fee is INR – 65,000 (Indian Rupees Fifty-five thousand only) will be applicable as per term of the semester.

**Learning outcomes:**

At Inspire Living Management Academy learning outcomes are given up most importance as these are the fundamentals in ensuring and measuring the learning achievement in terms of what a student should know, understand and be able to do on completion of a course. These outcomes are aligned with the attributes and qualities required by the industry.

Students Attribute	Course Learning Outcome
Intellectual rigour	At ILMA, the students are guided and motivated to exercise critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hotel operations and management.
Creativity	At ILMA, the students are guided and motivated to demonstrate creative, strategic and critical thinking in relation to hotel operations and management.
Ethical practice	At ILMA, the students are guided and motivated to demonstrate an understanding of ethical standards and professionalism in hotel operations and management practices.
Knowledge of a discipline	At ILMA, the students are guided and motivated to apply theoretical and technical knowledge and skills within defined contexts in the field of hotel management.
Lifelong learning	At ILMA, the students are guided and motivated to demonstrate responsibility and accountability for independent learning, reflection, and information literacy skills in hotel management.

Students Attribute	Course Learning Outcome
Communication and social skills	At ILMA, the students are guided and motivated to communicate information, concepts and solutions, individually and/or in a team, clearly and effectively.
Cultural competence	At ILMA, the students are guided and motivated to demonstrate sensitivity and respect for cultural diversity in a range of hotel operations across the hospitality industry considering the fact that the hospitality industry is a global profession in totality.

### **Internship Opportunities:**

Inspire Living Management Academy offers students an opportunity to integrate theory with the practice with the help of hands-on learning-based internships. This aims at developing the student's levels of responsibility towards the professional workplace through continuous engagement via ILMA internship programs.

Internships are integrated into the Diploma in Food Production. They are a unique part of our program, designed to assist in working out which career pathway is best suited to you as a student and to add valuable experience to your career. Internships may be undertaken within India or internationally. Students may gain experience in any sector of tourism and hospitality and must accrue a minimum of 3 months to 11 months practical workplace experience.

### **Benefits of attending internship program**

- Hands-on work in a real-world setting to gain actual professional work experience.
- Observe and develop new skills which allows to perform in professional work environment.
- Exposure to current industry practices and ways to make it better.
- Develop your communication and teamwork skills in order to succeed in professional.
- Secure valuable experience for your resume in order to have potential future growth.
- Build a network of industry contacts to support learning and development.

### **Career Opportunities:**

As hospitality is a globally emerging industry and is increases day by day due to the rise in customer services functions. A student who has earned a degree or diploma in food

production can work in the below mentioned sectors within hospitality industry as well as within many other industries which deal in customer services and service delivery functions for example hospitals, banks, schools, colleges, railways, telecom services, BPO's, call center, malls, retail etc..

- Club and Bar Management
- Hotels, Restaurants, Holiday homes and Time share concepts.
- Hospital Administration and Catering services.
- Airline Guest Services, Catering and Cabin Services
- Guest Houses and Lodges.
- Cruise Ships and Cargo Ships
- Forest Lodges and Villas
- Hotel and Catering Institutes and Organizations
- Catering departments- Shipping companies, Banks, Armed forces, and Railways etc.
- Hotel & Tourism Associations and Affiliates.

## **5. Bachelors of Hotel Management**

### **Course Overview:**

Hospitality industry is looked as a benchmark by almost every industry which deals in customer services and service delivery. This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the Hospitality Industry as well as prepares the students to build their career in any sector of the customer service industry. The modules studied during the three years of this bachelor's degree program covers a wide range of operational areas of almost every corner of the Service Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest service delivery levels by demonstration of effective interpersonal skills along with the technical knowledge of the hospitality and service industry.

A Bachelor of Hotel Management prepares graduates to enter the hospitality industry in an administrative capacity within organizations that provide hosted lodging. Mastering the complexities of the hotel industry is just one aspect of this dynamic and career-oriented degree program.

Hotel management is a special career path within the hospitality industry. Like many other hospitality careers, it focuses largely on making people happy. In addition to the customer service aspect of this job, successful hotel managers must create a productive work environment for employees and manage the many changing demands common to the hospitality field. A BHM in Hotel Management is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry.

**Duration:**

The total duration of the course shall be of three years, spread over in Eight semesters.

**Eligibility:**

The candidate should have a passed the 10 +2 with minimum 45% marks.

**Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

**Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

**Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the eight semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be changed as per university guidelines and updates.

**Semester-1**

- Paper-1: Introduction to Hospitality Industry
- Paper-2: Front Office Operation - I
- Paper-3: Hygiene & Sanitation
- Paper-4: Housekeeping Operation -I
- Paper-5: Food & Beverage (Production) - I
- Paper-6: Food & Beverage (Service) - I
- Paper-7: Personality Development

**Semester – 2**

- Paper-1: Communication Skills
- Paper-2: Front Office Operation - II
- Paper-3: Nutrition & Principles of Food Science
- Paper-4: Housekeeping Operation -II
- Paper-5: Food & Beverage (Production) - II
- Paper-6: Food & Beverage (Service) – II
- Paper-7: Basics of Computers

**Semester-3**

- Paper-1: Advance Nutrition & Principles of Food Science
- Paper-2: Front Office Operation - III
- Paper-3: Engineering & Maintenance

- Paper-4: Housekeeping Operation -III
- Paper-5: Food & Beverage (Production) - III
- Paper-6: Food & Beverage (Service) – III
- Paper-7: Hotel Accountancy - I

#### **Semester-4**

- Paper-1: Principles of Management
- Paper-2: Hotel laws
- Paper-3: Accommodation Operations – I
- Paper-4: Food & Beverage (Production) - IV
- Paper-5: Food & Beverage (Service) – IV
- Paper-6: Hotel Accountancy – II
- Paper-7: Tourism Business

#### **Semester-5**

- INDUSTRIAL TRAINING, TRAINING REPORT & VIVA VOCE

#### **Semester-6**

- Paper-1: Human Resource Management in Hotels
- Paper-2: Hotel Facility Planning
- Paper-3: Accommodation Operations – II
- Paper-4: Food & Beverage (Production) - V
- Paper-5: Food & Beverage (Service) – V
- Paper-6: Financial Management
- Paper-7: Elementary French

#### **Semester-7**

- Paper-1: Research Methodology
- Paper-2: Hotel Marketing
- Paper-3: Accommodation Operations – III
- Paper-4: Food & Beverage (Production) - VI
- Paper-5: Food & Beverage (Service) – VI
- Paper-6: Hotel Economics
- Paper-7: Advance French

#### **Semester-8**

- INTERNSHIP, PROJECT REPORT & VIVA VOCE

#### **Evaluation Pattern:**

Each theory paper shall be of 100 marks divided into Internal Assessment of 30 marks and term end Assessment of 70 marks respectively.

Every student will be required to pass separately in theory papers, Practical papers and General Viva-Voce Examination. In order to successfully pass, every student will be

required to obtain at least 40% marks in the aggregate of Theory Papers, Field Work and General Viva-Voce Examination.

**Fee:**

Registration fee of INR – 15,000 (Indian Rupees Fifteen thousand only). This is non-refundable.

Per semester fee is INR – 55,000 (Indian Rupees Fifty-five thousand only) will be applicable as per term of the semester.

**Learning outcomes:**

At Inspire Living Management Academy learning outcomes are given up most importance as these are the fundamentals in ensuring and measuring the learning achievement in terms of what a student should know, understand and be able to do on completion of a course. These outcomes are aligned with the attributes and qualities required by the industry.

Students Attribute	Course Learning Outcome
Intellectual rigour	At ILMA, the students are guided and motivated to exercise critical judgement and creative thinking to identify problems and contribute to their solutions in relation to hotel operations and management.
Creativity	At ILMA, the students are guided and motivated to demonstrate creative, strategic and critical thinking in relation to hotel operations and management.
Ethical practice	At ILMA, the students are guided and motivated to demonstrate an understanding of ethical standards and professionalism in hotel operations and management practices.
Knowledge of a discipline	At ILMA, the students are guided and motivated to apply theoretical and technical knowledge and skills within defined contexts in the field of hotel management.
Lifelong learning	At ILMA, the students are guided and motivated to demonstrate responsibility and accountability for independent learning, reflection, and information literacy skills in hotel management.

Students Attribute	Course Learning Outcome
Communication and social skills	At ILMA, the students are guided and motivated to communicate information, concepts and solutions, individually and/or in a team, clearly and effectively.
Cultural competence	At ILMA, the students are guided and motivated to demonstrate sensitivity and respect for cultural diversity in a range of hotel operations across the hospitality industry considering the fact that the hospitality industry is a global profession in totality.

### **Internship Opportunities:**

Inspire Living Management Academy offers students an opportunity to integrate theory with the practice with the help of hands-on learning-based internships. This aims at developing the student's levels of responsibility towards the professional workplace through continuous engagement via ILMA internship programs.

Internships are integrated into the Bachelor of Hotel Management or Bachelor of Hotel Management. They are a unique part of our degrees, designed to assist in working out which career pathway is best suited to you as a student and to add valuable experience to your career. Internships may be undertaken within India or internationally. Students may gain experience in any sector of tourism and hospitality and must accrue a minimum of 6 months to 11 months practical workplace experience.

### **Benefits of attending internship program**

- Hands-on work in a real-world setting to gain actual professional work experience.
- Observe and develop new skills which allows to perform in professional work environment.
- Exposure to current industry practices and ways to make it better.
- Develop your communication and teamwork skills in order to succeed in professional.
- Secure valuable experience for your resume in order to have potential future growth.
- Build a network of industry contacts to support learning and development.

### **Career Opportunities:**

As hospitality is a globally emerging industry and is increases day by day due to the rise in customer services functions. A student who has earned a degree or diploma in hotel

management can work in the below mentioned sectors within hospitality industry as well as within many other industries which deal in customer services and service delivery functions for example hospitals, banks, schools, colleges, railways, telecom services, BPO's, call center, malls, retail etc..

- Club and Bar Management
- Hotels, Restaurants, Holiday homes and Time share concepts.
- Hospital Administration and Catering services.
- Airline Guest Services, Catering and Cabin Services
- Guest Houses and Lodges.
- Cruise Ships and Cargo Ships
- Forest Lodges and Villas
- Hotel and Catering Institutes and Organizations
- Catering departments- Shipping companies, Banks, Armed forces, and Railways etc.
- Hotel & Tourism Associations and Affiliates.

## **6. Master of Hotel Management**

### **Course Overview:**

Hospitality industry is looked as a benchmark by almost every industry which deals in customer services and service delivery. This exciting and rewarding program is structured in a manner to provide professional education with the latest trends and development in the Hospitality Industry as well as prepares the students to build their career in any sector of the customer service industry. The modules studied during the three years of this master's degree program covers a wide range of operational areas of almost every corner of the Service Industry. Special emphasis and attention are given towards the development of students as a true professional who can drive change and perform to the highest service delivery levels by demonstration of effective interpersonal skills along with the technical knowledge of the hospitality and service industry.

A Master of Hotel Management prepares graduates to enter the hospitality industry in an administrative capacity within organizations that provide hosted lodging. Mastering the complexities of the hotel industry is just one aspect of this dynamic and career-oriented degree program.

Hotel management is a special career path within the hospitality industry. Like many other hospitality careers, it focuses largely on making people happy. In addition to the customer service aspect of this job, successful hotel managers must create a productive work environment for employees and manage the many changing demands common to the hospitality field. A MHM in Hotel Management is an ideal way for career-minded students to gain the knowledge and experience required for success in this challenging – yet rewarding – industry.

### **Duration:**

The total duration of the course shall be of three years, spread over in Eight semesters.

**Eligibility:**

The candidate should have a passed the BHM with minimum 50% marks.

**Admission Policy:**

As per the norms and regulations of Inspire Living Management Academy, Lucknow in conjunction with the university.

**Course Content:**

The curriculum will be divided into two parts:

- Theory Papers
- Practical Papers

**Theory Papers & Practical Papers:**

There shall be theory papers and practical papers spread throughout the eight semesters as the details given below and students will study the below listed subjects during the duration of the course. In order to gain the operational experience and confidence to perform in the industry the students are exposed to various kind of field trips, industrial exposure trainings, seminars, conferences and various activities. The contents can be changed as per university guidelines and updates.

**Semester-1**

- Paper-1: Introduction to Hospitality & Tourism Industry
- Paper-2: Hotel Industry in India
- Paper-3: Communication in Hotels
- Paper-4: Computers and ICT in Hotels
- Paper-5: Hotel Front Office
- Paper-6: Housekeeping Operation - I
- Paper-7: Principles and Practices of Management
- Paper-8: Personality Development

**Semester – 2**

- Paper-1: Hotel Material Management
- Paper-2: Ecological Management in Hotel Industry
- Paper-3: Housekeeping Operations - II
- Paper-4: Food and Beverage Bar Operations
- Paper-5: Food & Beverage Production
- Paper-6: Food & Beverage Service
- Paper-7: French for Hotel and Tourism (Elementary level)
- Paper-8: Soft Skills Development

**Semester-3**

- Paper-1: Marketing Research & Sales Management for Hotels
- Paper-2: Hotel Marketing

- Paper-3: Human Resource Management in Hotels
- Paper-4: Event Management
- Paper-5: French for Hotels and Tourism (Intermediate level)
- Paper-6: Presentation Skills
- Paper-7: Training Report & Viva-Voce of 2 months Hotel Induction Training

**Optional Papers – Select any two**

- Paper-1: Case studies in Hospitality Industry
- Paper-2: Facility Planning
- Paper-3: Business Research Methodology
- Paper-4: Entrepreneurship in Hotel Business
- Paper-5: Customer Relationship Management
- Paper-6: Hotel Accounting & Financial Management
- Paper-7: Catering Management

**Semester-4**

- INTERNSHIP, PROJECT REPORT & VIVA VOCE

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