

SYLLABUS FOR VIth SEM

BHM – 601	FOOD PRODUCTION
BHM - 602	F & B SERVICE
BHM – 603	FRONT OFFICE
BHM – 604	HOUSEKEEPING
BHM – 605	HOSPITALITY MARKETING
BHM - 606	PROJECT

HM – 601

FOOD PRODUCTION - VI

OBJECTIVE

To provide an in-depth knowledge of purchasing and kitchen management, and also important knowledge of hot and cold desserts

COURSE CONTENT

UNIT 1

KITCHEN MANAGEMENT

Objectives, selection of supplier, purchasing, market study, receiving food, inventory management, store management, indenting, distribution of food and holding food.

KITCHEN RECORDS AND FORMATS

- a) Different records
- b) Registers
- c) Vouchers
- d) Formats
- e) Tags and color-coding

UNIT 2

DEFERENT INTERNATIONAL CUISINES

Basic knowledge of Chinese, Italian, Indonesian, Japanese, Mexican, Middle Eastern, Thai, Spanish and American cuisine

UNIT 3

LARDER

- a) Definition, function, Importance, Layout and planning of LARDER department.
- b) Staff organization.
- c) Cold food presentation.
- d) ASPIC and chaudfroid.
- e) Sandwiches and canapés
- f) Cold Starters.
- g) Charcuterie
- h) Sausage, terrines, galantines, pate, mousses.
- i) Control of expensive commodities meat tag.

UNIT 4

CONVENIENCE FOOD AND FAST FOOD

- a. Characteristics
- b. Types -Indian and western
- c. Menu examples
- d. Role of convenience food in fast food operations
- e. Advantages and disadvantages of convenience food

SANDWICHES, ROLLS, BURGERS, PIZZAS, HOTDOGS, FOOT LONGS

- a. Types
- b. Preparation
- c. Selection of spreads
- d. Various fillings
- e. Presentation style
- f. Appropriate garnishes & accompaniments.

HM 651 PRACTICALS

1. Quality Control Process
2. Kitchen Management
3. International cuisines
4. Preparation of Sandwiches, rolls, burgers, pizzas, hotdogs and foot longs.

Text Reading

1. On Cooking – labensky
2. Theory of Catering- Kinton Cesrani
3. Theory of Catering – K. Arora
4. Menu Planning – Kivela
5. Hotel Management – U.K.Sing
6. International Kitchen – Van Nostrand

HM - 602 F & B SERVICE - VI

Objectives :-

- a. Understand the types of buffet and their service procedure
- b. Types of banquets (formal and informal) and their set up
- c. Requirements for off premises catering establishment

COURSE CONTENTS

UNIT 1

FUNCTION CATERING

- a. Booking Procedure, Function planning, Organizing & Control.
- b. Function Prospectus
- c. Checklist, Documentation & Standard operating procedures (SOPs)
- d. Types of Business Events-workshop, seminar, conference & sales meet

BANQUET MANAGEMENT

History of banquets; types of banquets (formal and informal)

- a) Organization of Banquet Department
- b) Banquet function selling-menus
- c) Sitting plans ,Toasting and sequencing of events

BUFFET MANAGERMENTS

- a) Types of Buffet, buffet setups.
- b) Food & Beverage control-its application and buffet management

OUTDOOR CATERING/OFF PREMISES CATERING

- a) Out Door Catering; Introduction, infrastructure; licenses.
- b) Equipments-preparation, transportation and service equipments
- c) Establishment suppliers, Food purchase storage and handling.
- d) Pricing technique, Menu Balancing for outdoor catering

UNIT-2

RESTAURANT PLANNING AND DESIGNING

- a. Space utilization & management, Floor plan & layout plan (on scale)
- b. Determination of lighting & interior, Designing & Decoration
- c. Planning for equipments and manpower, Menu planning & SOPs

FAST FOOD OPERATION

- a. Study of fast food operation Management
- b. Budgetary control, SOPs.

UNIT 3

INDUSTRIAL/INSTITUTIONAL, HOSPITAL CATERING

- a. Introduction: Institutional Catering and Hospital Catering
- b. Planning, organizing & control.
- c. Role of dietician
- d. Cost calculations & determination of subsidy
- e. Manpower planning
- f. Food Handling-Bonded Area Management

UNIT 4

AIRLINES & CREWLINERS

- a. Introduction
- b. Deck/Cruise Line Food Service Management,
- c. Menu Planning
- d. Ground/Galley Management
- e. Tray/Trolley Set Up

HM -652 PRACTICALS

1. Layout and drawing of the functions prospectus and identifying its appropriate usage
2. Planning of different types of buffet counters and setting the counters
3. Assignment on buffet menu planning
4. Planning the table layouts of different types of banquet function
5. Seating plans of different Banquets. Preparation of charts, Name cards etc.
6. Food and beverage-how to serve in banquets
7. To visit Hotels for Buffet, Banquet and business events
8. Preparation of function checklist of buffet
9. Planning the table layouts of different types of banquet function
10. Seating plans of different Banquets. Preparation of charts, Name cards etc.
9. Visiting hospitals to understand the flow of service of food for patients.
10. To visit fast food outlets of the city and the domestic airport for understanding the catering aspects.

TEXT READINGS

Jaffrey T Clarke

Dennis R Lilicrap

Matt A Casdo

Michael M Coltman

Table and Bar

Food and Beverage Service

Food and Beverage Service

Beverage Management

HM – 603 FRONT OFFICE - VI

OBJECTIVES

- a. Explain the basic Front Office accounting functions and methods of account settlements and check out procedure
- b. Illustrate Foreign Exchange Encashment procedure
- c. Understand Foreign Exchange Procedure
- d. Understand different travel Organization

UNIT 1

GUEST CHECK OUT

- a. **CHECK-OUT PROCEDURE**
- b. Information to concerned Departments
- c. Ending the shift of the Front Office Cashier

MAINTAINING MASTER FOLIO AND MANAGING PROBLEMS THERIN

- a. Vertical tabular ledger
- b. Guest Folio
- c. City Ledger
- d. Departmental Bills
- e. Paid-out vouchers
- f. Miscellaneous charges voucher
- g. Allowances
- h. Advance Voucher
- i. Commission voucher
- j. Problems handling regarding check out

UNIT 2

RECEIVING PAYMENTS (SETTLING GUEST BILLS)

- a. Cash
- b. Credit Card
- c. Bill to Company
- d. Travel Agent Voucher
- e. Travelers Cheques

UNIT 3

FOREIGN EXCHANGE PROCEDURE

- a. **FOREIGN EXCHANGE ENCASHMENT PROCEDURE**
- b. Authorized agencies
- c. Licenses and documents used
- d. Different currencies and their-FOREX RATES
- e. Category of guests entitled
- f. Passport
- g. Visa

UNIT4

Travel Organization- Importance, Functions & Activities

- a. WTO
- b. PATA
- c. IATA
- d. IATO
- e. TAAI

HM – 653 - PRACTICALS

1. Familiarization of various documents used in cashiers desk: VTL, Paid outs, Vouchers, Miscellaneous Charge Voucher, Other Documents
2. Preparation of Bills
3. Checking Out Guests and accepting payments
4. FOREX encashment procedure
5. Handling Problems

TEXT READING

1. Dennis L Foster – Back Office operation & Administration.
2. Sudhir Andrews – Hotel Front Office.
3. Bruce Braham – Hotel Front Office.
4. Jatashankar R. Tewari- Hotel Front Office Operations & Management.

HM – 604 HOUSEKEEPING - VI

OBJECTIVE

The aim of the syllabus is to make the students aware of new concepts of house keeping, handling housekeeping personnel, budget handling etc, beside that making student aware of new environment friendly concept of housekeeping department:

COURSE CONTENT

UNIT 1

MANAGING HOUSEKEEPING PERSONAL

Documents for Personnel Management

Determining Staff Strength – Recruiting, Selection, Hiring, Orienting & Training
Scheduling

Motivating Employees, Performance Appraisal

Time & Motion Studies & Job Analysis

Teamwork & Leadership

Employee Welfare & Discipline

UNIT 2

PLANNING & ORGANISING IN THE HOUSEKEEPING DEPARTMENT

- a. Area Inventory List
- b. Frequency Schedules
- c. Performance Standards
- d. Productivity Standards
- e. Inventory Levels
- f. Standard Operating Procedures & Manuals
- g. Job Allocation
- h. Manpower Planning
- i. Planning Duty Roaster

UNIT 3

HOUSEKEEPING BUDGETING

- a. Concept & Importance
- b. The Budget Process
- c. Operational & Capital Budget
- d. Housekeeping Expenses

RENOVATION OF ROOMS

- a. Reasons to renovate
- b. Types of renovation
- c. Refurbishing

VARIABLES OF OPENING A HOUSEKEEPING DEPARTMENT IN A NEW

UNIT 4

ENERGY CONSERVATION METHODS & ECO FRIENDLY CONCEPT IN HOUSEKEEPING

Ecotels – Certification, Choosing an Eco Friendly Site Hotel Design & Construction

Energy Conservation

Water Conservation

Eco friendly Amenities Products & Processes

Environment friendly House keeping

HM 654- PRATICALS

Designing rooms for different categories of guests

Handicapped , Children & V.I.P, etc.

Coordinate with Hotel Purchase System for ordering

Purchase, storing and inventory controls

To prepare checklist for public and non public areas

Practical training at Training hotel in Housekeeping

Revision and recapulation of previous semesters

Text Reading

i) Joan C. Branson - Hotel, Hotel & Hospital Housekeeping.

ii) Georgira Tucker - The Professional Housekeeper.

HM – 605 HOSPITALITY MARKETING MANAGEMENT

Objective

To make student understand the meaning of marketing, its importance and implementation in hospitality industry. To aware them about segmentation of marketing and various pricing strategies and to give information regarding various sources of promotion and communication and inform them about marketing research, data collection etc.

COURSE CONTENT

UNIT 1

Introduction, meaning marketing vs. selling, 7 ps of marketing

The customer: wants, needs, perception, buying capacity understanding services as

Product: characteristics of services, challenges involved in service marketing. The buying decision process.

THE HOSPITALITY MARKETING FUNCTION

Characteristics of hospitality business.

The concept of marketing Mix

Products life cycle

The Hospitality products/services mix.

UNIT 2

MANAGING THE MARKETING SYSTEM

Strategic Marketing

The concept of strategy

The concept of strategic planning

The strategic Marketing system

Strategy selection

Problems with strategic plan

The Marketing Plan

Marketing Management vs. strategic Planning

Requirements for a marketing plan

Step or Development of a Marketing Plan

The marketing budget

UNIT 3

MARKET SEGMENTATION

What is market segmentation, why segment market

Segment identification

Segment selection

Segment development

Pricing

Factors to consider when setting price

General pricing approaches

Pricing strategies

UNIT 4

MARKETING COMMUNICATION AND PROMOTION

Advertisement: media, frequency and budget Measuring Advertisement effectiveness.

Publicity, Public Relation, Direct/Personal Selling, process of Personal Selling.

E-commerce marketing. Sales Promotion, Merchandizing, Suggestive selling

UNIT 5

Marketing Research

- a. Meaning, Importance, Process of Research
- b. Data Collection – Types of Data, Sources of Data collection
- c. Sampling, Hypotheses – Meaning & Types
- d. Report Writing – Steps involved, Layout of report , precautions while writing research report

TEXT READINGS:

Roberts C. Lewis	Cases in Hospitality Marketing & Management
John Roberts	Marketing for the Hospitality Industry
Robert D. Raid	Hospitality Marketing Management.
Dennis L. Foster	Marketing Hospitality Sales & Marketing for Hotels, Motels & Resorts
Roberts C. Lewis	Marketing Research.

HM - 606 Project work

Students will have to make a project on a topic related to Hospitality Industry.

HM 655 PRACTICAL SESSIONAL EXAMINATION