

B. Sc. in Hospitality & Hotel Administration

Semester V/VI

FOOD & BEVERAGE MANAGEMENT-II

Objectives: to give the student an in- depth knowledge of marketing of food and beverage operations , service management, liquor laws of India and the staffing of food and beverage.

Course Contents

| S. No. | Unit | Topic | Max Marks |
|---------------|-------------|---|------------------|
| 1 | Unit-1 | Marketing of Food & Beverage Operations: Marketing Research – how Customers Choose which Restaurant to Eat in, Using Guest Feedback, Advertising – External Selling- Layout and Design Of Advertisement, Merchandizing : Internal Selling, Promotions – Food Festivals, Theme Parties, Promoting Room Service, Telephone Selling, Waiters as Salespeople- Suggestive Selling, Menu Card as a Sales Tool- Basic Menu Criterion – Presentation, Menu Content, Size and form, Menu Card Layout, Designing Menu Cards. | 30 |
| 2 | Unit-2 | Service management & Leadership: Guests and Moments of Truth – the Value of Guests, the Costs of Guest Dissatisfaction, Identifying Guest Needs, Maintaining Guest History and Records, Effective Public Relations and Social Skills, Dealing with Guest complaints (Role Plays, Case Studies), Managers in F&B as Leaders, Providing Superior Service – Briefings (Pre-Shift Meetings), Service Guarantees, Team Approach to service, Serving Guests who have Disabilities. | 25 |
| 3 | Unit-3 | Liquor & Liqueur Laws of India: Dispensing & Selling, Reporting, Documents & Licenses , Dealing with Minors & Aged Guests | 20 |
| 4 | Unit-4 | Staffing & Training: Staff Members as Key to Success- value of Staff Members, Cost of Staff Dissatisfaction, Staffing Levels and Productivity – Determining Productivity, Forecasting Demand, Developing a Staffing Guide, Scheduling Staff in Work Areas for Quality – Preparing Staff Rosters and Schedules for Restaurants, Coffee Shops, Banquets, ODC, Room Service etc, Staff Turnover in F& B and analyzing Labour Costs, Types of Training Conducted for Staff, Importance of Training, Benefits of Training. | 25 |

(PRACTICAL)

Objective: To know all about the alcoholic, non- alcoholic beverages, its preparations and its service

Course Contents

| S. No. | Unit | Topic |
|---------------|-------------|--|
| 1 | Unit-1 | Service of Spirits, Service of Liqueurs, Preparation of Mock Tail and Cocktails Service |
| 2 | Unit-2 | Planning of 4 to 5 course TDH menus in English & French with matching Wines |
| 3 | Unit-3 | Preparation of Layouts of Different Types of Bars, Preparing Wine Lists and Beverage Lists |
| 4 | Unit-4 | Service of Alcohol in Room service |
| 5 | Unit-5 | Planning ala Carte Menu |

Recommended books

1. Bernard Davis & Sally Stone, Food & Beverage Management, Heinemann,
2. Jones Peter, Food Service Operations, A Comprehensive Survey of the Catering Industry, Cassell,
3. Fuller John, Essential Table Service for Restaurants, Hutchinson,
4. Ronald F. Cichy & Paul E. Wise, Food & Beverage Service, EI-AH&LA,
5. Kazarian , Food Service Facilities Planning , Van Nostrand Reinhold,

ADVANCE FOOD PRODUCTION OPERATIONS -II

Objectives: To expose students to the theoretical aspects of the following:

Course Contents

| S. No. | Unit | Topic | Max Marks |
|--------|--------|--|-----------|
| 1 | Unit-1 | Menu Standard Product Cost and Pricing Strategies: Menu Pricing Styles Menu Schedules Types of Menu Evaluating Menu Determining Standard Food Cost For Menu Items. Standard Recipes | 30 |
| 2 | Unit-2 | 2. Popular Cuisine of World: France, Swiss, Hawing, Mexican , America, China, Thai, Spain, Japan | 10 |
| 3 | Unit-3 | 3. Yield Management: The Concept of Yield Management. Measuring of Yield Management. Elements of Yield Management. Using Yield Management. | 20 |
| 4 | Unit-4 | 4. Kitchen Planning, Store Management and Research and Development: Planning and Layout of Kitchen Deferent Types of Hotel, Food Layout. Testing of New Equipment. Food Storage Condition For Dry Food, Canned Food and, Perishables. Correct use of Refrigerator, Walk-in Cooler, and Reach in Refrigerators. Developing and Testing New Recipes. Section of Storing Frozen Food Rule For Handling Frozen Food. Equipment and the Temperatures used for Holding of Cooked Foods. Importance of Stock Rotation FIFO | 20 |
| 5 | Unit-5 | 5. Larder: Function of the Larder Department. Larder Control Larder Production Cold cut Cold Salad Sandwich & Canapés Galantine Open Sandwich Cold Buffet | 20 |

ADVANCE FOOD PRODUCTION OPERATIONS-II (PRACTICAL)

Objectives: To expose students to the practical aspects of the following international cuisines:

| S. No. | Unit | Topic |
|--------|--------|--|
| 1 | Unit-1 | Chinese, Thai, Maxicane, Italian, Spanish, etc |
| 2 | Unit-2 | Indian Tandoor Preparations |
| 3 | Unit-3 | Kebabs |
| 4 | Unit-4 | English and continental breakfasts |
| 5 | Unit-5 | Various desserts and puddings |

Recommended books:

1. Arthur L Meyer, Appitizer Atlas, Time Life series,
2. Suize Ward, Finger Food, Time Life series,
3. Schkmedit, The Professional Garde Manger, John Wiley,
4. Wayne Gisslen, Professional Baking, VNR,
5. Millian J, Practical Baking, VNR,
6. Hanneman I J, Patisseur, Time Life series,
7. Achaiah, Historical Companion, Oxford University Press,
8. Prashad-jigs kalra, cooking with Indian Masters, Kyle Books,

9. Cameila Punjabi, 50 Great Curries of India, Kyle Books,

ACCOMODATION MANAGEMENT-II

Objectives: To know the overall management & administration of housekeeping Course Contents

| S. No. | Unit | Topic | Marks |
|--------|--------|---|-------|
| 1 | Unit-1 | 1. HOUSEKEEPING BUDGETING • Concept & Importance • The Budget process • Operational and capital budget • Housekeeping Room cost • Housekeeping Expenses' | 20 |
| 2 | Unit-2 | PLANNING TRENDS IN HOUSEKEEPING • Planning Guest rooms, Bathrooms, Suites, Lounges, landscaping • Planning for the provision of Leisure facilities for the guest • Boutique hotel concept | 20 |
| 3 | Unit3 | INFRASTRUCTURE & INTERIORS Designing-Revision of Colour, Lightning, Fitting, Floor & wall covering, Pictures, Accessories & their role, Types of Windows & Curtains, Renovation | 35 |
| 4 | Unit-4 | SAFETY & SECURITY MANAGEMENT-Emergencies & Dealing with them, Fire prevention, Fire fighting, Safety Awareness & Accident Prevention, OSHA-Legal aspects, Laundry safety, Occupational Hazard, MSDS(Material Data Saftey Sheet, Job safety analysis, Signs, Tags, Security Management | 25 |

Reference books :

1. Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill
2. The Professional Housekeeper, Tucker Schneider, VNR
3. Professional Management of Housekeeping Operations, Martin Jones, Wiley
4. House Keeping Management for Hotels, Rosemary Hurst, Heinemann
5. Hotel, Hostel & Hospital House Keeping, Joan C. Branson & Margaret Lennox, ELBS
6. Accommodation & Cleaning Services, Vol I & II, David . Allen, Hutchinson
7. Managing House Keeping Operation, Margaret Kappa & Aleta Nitschke

Practical

| S. No. | Unit | Topic |
|--------|--------|---|
| 1 | Unit-1 | Interior Decorations |
| 2 | Unit-2 | Staff rota and duty allocation : situation handling |

FRONT OFFICE MANAGEMENT-II

Objectives: To know the overall management & administration of front office Course Contents

| S. No. | Unit | Topic | Marks |
|--------|--------|--|-------|
| 1 | Unit-1 | Revenue management: The Concept of Revenue Management , Hotel Industry Applications- Capacity Management, Discount Allocation, Duration Control, Measuring yield – Potential Average Single Rate, Potential Average Double Rate, Rate Spread, Multiple Occupancy, Potential Average Rate, Room Rate Achievement Factor, Yield Statistic, Elements of Revenue Management – Group Room Sales, Transient Room Sales, Food And Beverage Activity, Special Events, Using Revenue Management – Potential High And Low Demand Tactics | 20 |

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| 2 | Unit-2 | The operational part of front office: Identify and describe the Functions Of Management With Relation To Front Office and Housekeeping Department, Forecasting Data, Percentage of Walk-Ins, Percentage of Overstays, Percentage of No-Shows, Percentage Of Under Stays, Percentage Of Early Arrivals, Importance of Forecasting, Budgeting for Front Office | 25 |
| 3 | Unit-3 | Training & Development: Developing Job breakdowns for F.O. Job positions, Skills training – the Four Step Training Method (Prepare, Present, Practice, Follow Up), Developing Staffing Guides for Room Attendants, Supervisors, General Workers, Alternative Scheduling Techniques – (part-time employees, flexible work hours, compressed work schedules, job sharing), Cross Training and Incentive Programmes for Staff | 25 |
| 4 | Unit-4 | Front office controls: Importance and calculation of Operational Statistics, Percentage of Single Occupancy, Percentage of Multiple Occupancy, Percentage of Domestic and Foreign Occupancies, ARR or ADR, Average Rate per Guest, Average Length of Stay, Rev Par, Daily Operations Report – its importance, Sales Mix or Clientele Mix, its Calculation and Importance | 15 |
| 5 | Unit-5 | Managing Human Resources in Housekeeping and Front Office: Preparing job lists and job descriptions for front office and housekeeping staff, Sources of internal and external recruiting, Role of Executive Housekeeper and Front Office Manager in selecting staff, Orientation process – the role of the FOM & lobby manager | 15 |

| S. No. | Unit | Topic |
|--------|--------|--|
| 1 | Unit-1 | Operations Management Effective use of cleaning practices and Front Office Operations – SOP's at housekeeping and front office department. Effective use and control of supplies & equipment. Establishing standards, monitoring performance, corrective action in Rooms Division |
| 2 | Unit-2 | Personnel Management in Accommodations Operations Calculating Staff Requirement, Duty Rotas Selection & Requirement of employees – Attributes for staff at various levels of hierarchy Time & Motion study, work study & work Measurements |
| 3 | Unit-3 | Financial Management & cost control Preparation of Budget 1 Revenue Budget for Front Office 2 Expense Budget for House keeping Department. 3 3 Budgets : Types – fixed, flexible, zero base 4 Measures to reduce operating cost & labour cost |
| 4 | Unit-4 | Use of computer technology in Rooms Division 1 MIS – Management Information System 2 Software used in Hotels 3 Reports generated at Front Desk and Housekeeping A. Rooms Status Report B. Sales Mix Report C. Revenue Report D. Guest History |
| 5 | Unit-5 | Yield Management 1 Concept ARR & Rev PAR 2 Definition & importance of Yield Management 3 3 Forecasting |

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| 6 | Unit-6 | HR Practices in Rooms Division 08 10 Motivation Performance Appraisal Promotion & renewal Disciplinary action Dismissal Procedure |
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RESEARCH PROJECT REPORT

Objectives: To help students understand the financial market value, Operation and management of business in respect of various operations and transactions affecting the hotel industry in respect of guests, their property, employees and third parties. Financial Viability report on any type of hotels in a particular locality: A comprehensive project report has to be made by a student in the last semester of the BHMCT degree.

The report should not be more than 100 pages in content. The report has to be guided by a project guide, there by certified by him/ her, The report should be in the book form, plain simple bound, for which the outer cover has to be provided by the university.

The Content is as follows:-

1. Outer cover
2. Attestation
3. Acknowledgement
4. Index/ chapter page
5. Introduction
6. AODSL- Aims, Objective, Data, Scope & Limitation
7. Body
8. Various Formulas Implied
9. Conclusion
10. Appendix

| Research Project Report** | | | | |
|----------------------------------|--|--|---|------------|
| Topic approval | | | - | |
| Project | | | - | 50 |
| Presentation & Viva | | | - | 50 |
| Total | | | | 100 |