

Dr. A P J ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



Evaluation Scheme & Syllabus

For

**Bachelor of Hotel Management & Catering Technology (BHMCT)
(4th Year)**

ON

CHOICE BASED CREDIT SYSTEM (CBCS)

(Effected from the Session 2019-20)

Bachelors in Hotel Management & Catering Technology(BHMCT)

7th Semester

(Effected from session 2019-20)

S.No	Subject Code	Subject Name	Periods per week			Evaluation Scheme			ESE	Subject Total	Credits
						Sessional					
			Theory	L	T	P	CT	TA			
1.	RHM701	Food Production V	3	1	-	20	10	30	70	100	4
2.	RHM702	Food & Beverage Service V	3	-	-	20	10	30	70	100	3
3.	RHM703	Front Office Operations V	3	-	-	20	10	30	70	100	3
4.	RHM704	Housekeeping V	3	-	-	20	10	30	70	100	3
5.	RHM705	Research Methodology	3	1	-	20	10	30	70	100	4
6. Any one	RHM071	Sales & Marketing	3	1	-	20	10	30	70	100	4
	RHM072	Hotel Law									
	RHM073	Event Management									
	RHM074	Retail Management									
		Practicals									
7.	RHM751	Food Production V Lab	-	-	4	-	30	30	70	100	2
8.	RHM752	Food & Beverage Service V Lab	-	-	2	-	30	30	70	100	1
9.	RHM753	Front Office Operations V Lab	-	-	2	-	30	30	70	100	1
10.	RHM754	Housekeeping V Lab	-	-	2	-	30	30	70	100	1
		Total	18	3	10					1000	26

TA: Teacher's Assessment

ESE- End Semester Examination

CT – Class Test

L/T/P – Lecture/Tutorial/Practical

Duration of ESE shall be 3(three) hours.

GENERIC ELECTIVE (RHM071-074)

(Students have to choose any one of the Subjects from RHM071-74)

For a elective subject to be offered by an institution, the minimum number of students opting for a elective subject should be 15.

FOOD PRODUCTION V

RHM701

OBJECTIVE:- At the end of the semester the student should: -

- a) Be able to conceptualize the management and functioning of Quantity Kitchen.
 - b) Insight of fast food.
 - c) Acquire the requisite technical skills in Banquet menus and cooking.
- Knowledge about Airline and cruise liner meal planning.

Learning Outcome

- Students at the end of the session would gain knowledge about quantity and bulk cooking,
- Menu planning and equipments required in bulk/quantity cooking.
- Students would also know about layout of the large Kitchen.
- Student would also be able to understand the various types of curries being used in Indian cuisine, their preparation and use.
- Students would also be acquainted with working Larder/Garde Manger.
- Also, students would be aware of the fast food, along with the garnishes and accompaniments used.

UNIT - 1

KNOWLEDGE OF INDIAN CUISINE:

Ingredients, Spices & Gravies (Red ,Brown ,White ,Green)

STUDY OF VARIOUS REGIONALS CUISINES

Punjabi ,Gujrati ,Kashmiri ,South Indian ,Goan ,Bengali ,Maharastrian ,
Moghalai ,Rajasthani , Study Of Indian Starters ,Sweets, Accompaniments
& Indian Breads

UNIT – 2

QUANTITY FOOD PRODUCTION

Introduction to large scale commercial cooking, Objective, technique & Equipments
contract catering , Industrial catering , Institutional catering , Layout of Large quantity kitchen
staff hierarchy, Commercial Equipments Specification, Case Study on Mega Kitchens – viz Akshay Patra, Golden
Temple, Shirdi, Puri, Mid-day Meal Schemes.

UNIT – 3

LARDER

Definition, function, importance, layout and planning of larder department
Staff organization , Cold food presentation , ASPIC & chaudiroid ,Sandwiches and canapés ,
Cold starters , Charcuterie .Sausages, salami, ham, terrines, galantines, pate, mousses
Control of expensive commodities meat tag

UNIT - 4**CONVENIENCE FOOD AND FAST FOOD**

Characteristics , Types -Indian and western ,Menu examples ,Role of convenience food in fast food operations ,Advantages and disadvantages of convenience food ,Labor and cost saving aspect.

FOOD PRODUCTION V LAB**RHM751****PRACTICALS**

Menus of western / Indian /oriental/ethnic courses in context to Quantity cooking. Preparation of Sandwiches,rolls, burgers, pizzas, hotdogs and foot longs.
Gallantines, Terrine, Pate.

References:-

Thangam Philip - Theory of cookery-II
Jane Gregsan's – European cookery
Charmine Slolomon – The complete Asian cookery
Christes Schamalas - Garnishing
Paul bocuse – The We professional chef
Victor Ceserani- Kitchen Larder work
Anand Mittal – Simply Cooking, Theory & Principles.

FOOD & BEVERAGE SERVICE V**RHM702**

OBJECTIVE:- Understanding the process of specialized Service, their need etc. the students will come to know about the importance of buffet & Banquet management, ODC & event Management.Acquire the requisite technical skills for complete competent service of food and beverage.

LEARNING OUTCOME:-

- Students will be well versed with gueridon service
- Also, students get an in-depth knowledge on planning related to buffet management.
- Students will get an understanding about various forms of catering In detail off shore catering and Outdoor catering are taught.

UNIT - 1**GUERIDON SERVICE:**

History of gueridon ,Definition and term gueridon ,General points to be considered while doing gueridon ,Advantages and disadvantages of gueridon services ,Gueridon equipments and ingredients. Flambe and Carving
Method of service of common gueridon preparations

UNIT – 2**BUFFET MANAGERMENTS**

Introduction , Types of Buffet , Table layout and configuration , Clothing and dressing the buffet table Display and decoration , Types and limitations of food to be served , Mis-enplace Checklist and its proper supervision , Food & Beverage control-its application and buffet management

UNIT – 3**BANQUET MANAGEMENT AND FUNCTION CATERING**

History of banquets; types of banquets (formal and informal) , Organization of Banquet Department Function selling-menus , Facilities available , Sitting plans-theatre, class room etc. Formal Contract/Memorandum , daily and weekly function forecasts , Formal Gatherings ,Name Cards ,Mise-en-place , Service , Toasting and sequencing of events ,Banqueting exercises Case studies in banqueting ,Informal gathering ,Reception , Cocktail parties ,Seminars Exhibitions , Fashion shows ,Trade Fairs , Wedding ,Organizing Theme functions

UNIT - 4**OUTDOOR CATERING/OFF PREMISES CATERING**

Introduction; who could be an out door caterer; infrastructure; licenses; on site facilities; employees Equipments-preparation, transportation and service equipments ,Establishment suppliers Food purchase storage and handling ,Peripherals and special effects , airlines and cruise liners meal planning ,trays trollies, galley,services etc.Business Event management

FOOD & BEVERAGE SERVICE V LAB**RHM752****PRACTICALS**

1. Table layout and services for different types of meals
2. Gueridon Service
3. Preparation and service of Banana Flambé and Crepe Suzette
4. Layout and drawing of the functions prospectus and identifying its appropriate usage
5. Planning of different types of buffet counters and setting the counters
6. Preparation of function checklist of buffet
7. Assignment on buffet menu planning ,Planning the table layouts of different types of banquet function
8. Seating plans of different Banquets. Preparation of charts, Name cards etc.
9. Food and beverage-how to serve in banquets
10. Assignments: a) Checklist for conference and other parties b) Menu planning for State Banquets
11. To visit Hotels for Buffet Banquet and business events

References:-

Jaffrey T Clarke Table and Bar
Dennis R Lilicrap Food and Beverage Service
Matt A Casdo Food and Beverage Service
Michael M Coltman Beverage Management

FRONT OFFICE OPERATIONS V**RHM703****OBJECTIVE**

Explain the basic Front Office accounting functions and methods of account settlements and check out procedure. Illustrate Foreign Exchange Encashment procedure. Summarize starting and ending of shiftprocedures for cashiers. Making the students aware of Safety Lockers Management. Present Assertive Communications Approaches and customer care

LEARNING OUTCOME:

- a) Students will have a better understanding about front office accounting and auditing systems
- b) Along with that student will be aware of foreign exchange handling, cashier's duties etc.
- c) Students would also get Knowledge about various forms and ledgers used during the guest cycle
- d) Students would get the knowledge about Credit cards & debit cards
- e) Students will have a clear understanding about the Check out procedures

UNIT - 1**CHECK-OUT PROCEDURE**

Check out procedure, Information to concerned Departments, organization of late charges, transfer of guest accounts to the front office, chek-out reports, guest histories, PMS.

MAINTANING MASTER FOLIO AND MANAGING PROBLEMS THERIN

- a. Vertical tabular ledge r
- b. City Ledger
- c. Departmental Bills
- d. Paid-out vouchers
- e. Miscellaneous charges voucher

- f. Allowances
- g. Advance
- h. Discounts
- i. Computerized Systems
- j. Problems handling

UNIT – 2
PREPERATION OF BILL FOR CHECKING OUT GUESTS
RECEIVING PAYMENTS (SETTLING BILLS)

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

UNIT – 3
FOREIGN EXCHANGE ENCASHMENT PROCEDURE

- a. Authorized agencies
- b. Licenses and documents used
- c. Different currencies and their-FOREX RATES
- d. Category of guests entitled

UNIT - 4

NIGHT AUDITING: Night Auditing: Introduction, Objective and job description of Night Auditor ,Night Audit process, Preparing night audit reports,

PLANNING & EVALUATING FRONT OFFICE (YIELD MANAGEMENT)

OPERATIONS: Forecasting techniques, Forecasting Room availability, Useful forecasting data, Forecast formula, Sample forecast ,forms;

YIELD MANAGEMENT - Concept and importance, Applicability to rooms division, Capacity management, Discount allocation, Duration control, Measurement yield, Potential high and low demand tactics, Yield management software, Yield management team

FRONT OFFICE OPERATIONS V LAB **RHM753**
PRACTICALS

Different Formats generated during Night Auditing, FOREX –Procedure, License & documents required. Telephone Etiquette , Bill payments through various cards, Check out Procedure.

References:-

- Dennis L. Foster: Back Office Operation & Admn.
- Dennis L. Foster: Front Office Operation & Admn
- Sudhir Andrews: Hotel Front Office
- Colin Dix & Chirs Baird: Front Opertions
- Kasavana & Brooks: Managing Front office Operations

HOUSEKEEPING V **RHM704**

OBJECTIVE:- The students will get knowledge about Planning and organizing housekeeping department Store and stock control, Renovation of Rooms, contract Cleaning & crisis Management.

LEARNING OUTCOME:

- a) Students will get an insight about purchase and stock control
- b) Along with that students also learn about managing contractual services and crisis situation.

- c) Students also learn about renovation
- d) Contract Cleaning concepts & Managerial Handling were also taught in detail

UNIT - 1

PLANNING AND ORGANISING HOUSKEEPING DEPARTMENT

- a. Physical Survey
- b. Specification
- c. Work Study
- d. Work Schedule
- e. Duty Rotas

The philosophy of work analysis and improvement

What is work analysis

PURCHASING PROCEDURES

- a. Purchasing arrangements
- b. Purchasing Cycle

UNIT – 2

STORE AND STOCK CONTROL

- a. Store room control
- b. Inventory and requisitions
- c. Par Stock
- d. Stock taking
- e. Inventory control

RENOVATION OF ROOMS

Floors, Refurbishing, furniture and interior decoration.

UNIT – 3

CONTRACT CLEANING

- a. Different jobs that can be given on contract.
- b. Methods of pricing
- c. Advantages and disadvantages

Variables of opening a housekeeping department in a new hotel requirement/management of non-commercial accommodation service;

- d. Case Studies

UNIT - 4

CRISIS MANAGEMENT

- a. During facility breakdown
- b. Security aspects
- c. Loss prevention

MANAGERIAL HANDLING OF THE VIPS, CIPS AND TRAVEL AGENT

GROUPS CLASSIFICATION PROCEDURE OF HOTELS

Procedures and norms, gradation.

HOUSEKEEPING V LAB

RHM754

PRACTICALS

1. Preparing guest rooms and checking through check lists
 2. Cleaning and upkeep of Public Areas
 3. Preparing rooms for special occasions/guests/VIP/CIP/Travel Agent guests
- To co-ordinate with hotel for learning purchase, storing and inventory control system

References:-

- Sudhir Andrews: Hotel Housekeeping
- Joan C. Branson: Hotel, Hostel & Hospital Housekeeping
- Georgia Tucker: The Professional Housekeeper
- Rose Mary & Heinemann: Housekeeping Management for Hotels
- Devid Allen, Hutchinson: Accommodation & Cleaning Services

- G Raghubalan: Hotel Housekeeping Operations & Management.

RESEARCH METHODOLOGY

RHM705

OBJECTIVE:- To give an in depth knowledge about the Research project to the students and also to tell them how Research is important for the hospitality sector. Here the knowledge of how to do a market research is being imparted by telling the research methodology and its implications.

LEARNING OUTCOME

- The aim of the course is to provide students with in-depth knowledge of quantitative and qualitative research methods
- With an overview of different analytical procedures and with skills in statistical processing that will enable them to analyse current research issues in sports science.
- A further aim of the course is to provide insight into the processes that lead to the publishing of research.
- Students would be clear with the concepts of marketing P's , product mix in hospitality industry

UNIT - 1

RESEARCH –MEANING, IMPORTANCE & RESEARCH DESIGN

- Introduction
- Meaning and Importance
- The basis of classification of various types of research design.

UNIT – 2

DATA COLLECTION

- Types of Data
- Secondary data, Sources
- Primary data, Sources
- Sampling, Importance, Basic concepts
- Questionnaire, Format and Administration, Steps involve in developing a Questionnaire
- Interviews

UNIT – 3

DATA PROCESSING

- Quality research, Introduction, Difference between Quality and Quantity research
- Editing of Data, Coding of Data, Data Classification, Graphical Presentation of Data
- Report writing-steps involved, layout of report, mechanics of report writing, precautions of writing research writing
- Oral Presentation

UNIT - 4

DATA ANALYZING & DRAFTING OF CONCLUSIONS AND RECOMMENDATIONS.

- Meaning and scope of data analysis
- Methods of Data analysis.
- Generating Findings.
- Drafting of conclusions and recommendations.
- Synopsis

METHODOLOGY OF PRESENTATION OF RESEARCH PROJECT

- Meaning of presentation
- Presentation as tool

c. Techniques of presentation of research project
How to deal with queries / questionnaire during presentation

References:-

C.R. Kothari – Research Methodology
Robert C Lewis Marketing Research
John Roberts Marketing for the Hospitality Industry
Dennis L Foster Hospitality Marketing and Sales for Resorts, Motels And Hotels

GENERIC ELECTIVE

(Students have to choose any one of the following Subjects)

For a elective subject to be offered by an institution, the minimum number of students opting for a elective subject should be 15.

➤ SALES AND MARKETING	RHM071
➤ HOTEL LAW	RHM072
➤ EVENT MANAGEMENT	RHM073
➤ RETAIL MANAGEMENT	RHM074

SALES & MARKETING

RHM071

OBJECTIVE:-

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

LEARNING OUTCOME

- Students will get an insight about the marketing concepts, mix and strategies along with knowledge about distribution channels and Sales Forecasting.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to construct written sales plans

UNIT - 1

INTRODUCTION: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning an overview. Marketing of services. Market segmentation and positioning; Buyer behavior; consumer versus. Consumer decision making process.

UNIT – 2

PRODUCT DECISIONS: Concept of a product; Classification of products; Major product decisions;

PRODUCT LINE AND PRODUCT MIX; Branding; Packaging and labeling; Product life cycle strategic implications; New product development and consumer adoption process.

Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT – 3

DISTRIBUTION CHANNELS AND PHYSICAL DISTRIBUTION DECISIONS: Nature,

functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget;

UNIT - 4

INTRODUCTION TO SALES AND MANAGEMENT: Scope and Importance; Personal selling, sales organizational structure;
SALES FORECASTING.

References:-

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. Panda - sales and Distribute Management, Oxford university Press

HOTEL LAW

RHM072

OBJECTIVE:- To acquaint the students with the basic concept of Mercantile Law, Industrial Law, Hotel & Lodging Rates, Food Legislations & Licenses.

LEARNING OUTCOMES:

- a. Student will have a brief insight about hotel & industrial law and various legislations of food and catering establishments.
- b. Students will be aware of the Hotel & Lodging rate control laws , purchase rights
- c. Students will be aware of the various licences required in opening a hotel or catering establishment.
- d. All the legal and industrial laws are taught in detail.

UNIT - 1

INTRODUCTION TO MERCHANTILE LAW

Brief description of each laws: Indian contract act; definition, essential of contract, valid & void and voidable agreements, time and place of performance, contract of bailment and pledge ; sales of good acts ;partnership act ; define company, Types and formation of company, article of association, memorandum of association ; insurance act, FSSAI.

UNIT – 2

INTRODUCTION TO INDUSTRIAL LAW

- a) Shops and establishment act with reference to hotel industry
- b) Definition and brief description of others industrial laws: what is industrial dispute, Award, adjudication and conciliation; Define contract labour, welfare and health. ; Rules regarding minimum wages, provident fund, ESI, Bonus payment of wages etc.
- c) Employment of women and children; leave, health, safety and hygiene provision

UNIT – 3

HOTEL AND LODGING RATES CONTROL

- a) Definition: fair rate; hotel or lodging house; manager of hotel owner of hotel; paying guest; premises; tenant, and tenement .
- b) Appointments of controller and fixation of fair rates ;revision of fair rates
- c) No eviction to be made if fair rate paid
- d) When owner or manager of hotel may recover possession
- e) Penalties for defaulters
- f) Innkeepers' lien

UNIT - 4

FOOD LEGISLATION & STATUTORY LICENSES

The central committee for food standards ; central food laboratory; food inspector and their power and duties ;procedure to be followed by food inspector; food analysis by purchaser; report of the public analyst; notification of the food poisonings and penalties

Statutory Licenses And Laws

- a) List of licenses and permit required to operate hotel, restaurant and other catering establishments
- b) Procedure of procurement, renewal, suspension and termination of licenses

References:-

H.L . KUMAR : Personal Mgt. In Hotel And Catering Industry
Krishnal Sethi :M.P .Shop & Establishment Act
K.P.Srivastava : Law Relating To Prevention Of Food Adulteration in India
Rogers Peters : Essentials Law For Caterers
N.D .Kapoor : Handbook For Industrial Law
Hotel Law: Jagmohan Negi

EVENT MANAGEMENT

RHM073

OBJECTIVE: - To impart within student basic knowledge of organizing, Marketing & Promotions & Managing of Events.

LEARNING OUTCOMES:

- a. Explain all the components and various roles involved in planning, organising, running and evaluating an event;
- b. Apply the theory and skills necessary to professionally plan, organise and run a business event; and
- c. Understand the importance of strategic planning for an event or festival, including monitoring and evaluating the impacts on the wider community.

UNIT - 1

Events- The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

UNIT – 2

Organising & Designing of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

UNIT – 3

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

UNIT - 4

Managing Events: Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation

References:-

- A.K. Bhatia, „Event Management“, Sterling Publishers Pvt. Ltd. Delhi.

- Anton Shone & Bryn Parry, „Successful Event ;2Management
- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Joe Jeff Goldblatt, “Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)”, John Willy and Sons, New York
- Leonard H. Hoyle, Jr, „Event Marketing”, John Willy and Sons, New York
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi
- John Beech, Sebastian Kaiser, Robert Kaspar - The Business of Events Management ;Pearson Publications

RETAIL MANAGEMENT

RHM074

OBJECTIVE:- To acquaint the students with the basic concept of Retail Management

LEARNING OUTCOME:

- a. Demonstrate an integrative understanding of the context and environment in which retailing takes place.
- b. Apply a strategic approach to retailing issues and decisions.
- c. Exhibit an in-depth awareness of national and international benchmarking and best practices in retailing.
- d. Work autonomously and collaboratively to analyse complex retail environments, reflect on and synthesise the analysis as part of an ongoing experiential-learning process. This process involves generating a holistic understanding of specific retail contexts that leads to the development of practical retail recommendations that apply relevant retail theory.
- e. Utilise written and verbal skills to effectively communicate the application of retail-management knowledge to specific retail contexts.

Unit- I The Business of Retail: Retailing- Definition, Concept Importance, Functions of a retailer, Relationship between retail and Marketing, Retail as a career. Retail in India- Evolution, changes in the retail sector, The Wheel of Retailing, The Accordion, The Retail Life Cycle, Emerging Trends in Retailing, Retail Scenario in India, Retail Competition, Retail Formats.

Unit-2 Retail Models and Theories of Retail Development- Theories of retail development, concept of life cycle in retails, Business models in retails, Airport Retailing, Services retailing. Information Gathering in Retailing, Retail Strategic Planning and Operation Management, Retail Financial Strategy, Target Market Selection and Retail Location, Store Design and Layout, Visual Merchandising and Displays.

Unit-3 Merchandise Planning, Buying and Handling, Merchandise Pricing, Retail Communication Mix, Promotional Strategy, Retail Human Resources Management, Customer Service, The GAPs Model, Customer Relationship Management.

Unit-4 Retail Operating Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial , Close Handling Objections, Closing, Confirmations & Invitations. Retail Management Information Systems, Retail Audits, Online Retailing, Global Retailing, Legal and Ethical Issues in Retailing.

Note: A visit to retail mart may be organised to supplement learning of students.

References :

- Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
- Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
- Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
- Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.
- Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi

Bachelors in Hotel Management & Catering Technology(BHMCT)

8th Semester

(Effected from session 2019-20)

S.No	Subject Code	Subject Name	Periods per week			Evaluation Scheme			ES E	Subject Total	Credits
						Sessional					
			Theory	L	T	P	CT	TA			
1.	RHM801	Advance Food Production	3	1	-	20	10	30	70	100	4
2.	RHM802	Food & Beverage Services Management	3	1	-	20	10	30	70	100	4
3.	RHM803	Front Office Management	3	-	-	20	10	30	70	100	3
4.	RHM804	Accommodations Management	3	-	-	20	10	30	70	100	3
5.	RHM805	Financial Management	3	1	-	20	10	30	70	100	4
		Practicals									
6.	RHM851	Advance Food Production Lab	-	-	4	-	30	30	70	100	2
7.	RHM852	Food & Beverage Services Management Lab	-	-	2	-	30	30	70	100	1
8.	RHM853	Front Office Management Lab	-	-	2	-	30	30	70	100	1
9.	RHM854	Accommodations Management Lab	-	-	2	-	30	30	70	100	1
10.	RHM855	Project						30	70	100	2

		Total	15	3	10					1000	25
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TA: Teacher's Assessment

ESE- End Semester Examination

CT – Class Test

L/T/P – Lecture/Tutorial/Practical

Duration of ESE shall be 3(three) hours.

ADVANCE FOOD PRODUCTION

RHM801

OBJECTIVE: -

To impart within student knowledge of nouvelle cuisine, International Cuisines, Exotic Dishes etc. This will enable them to develop a broad spectrum of techniques, methods & presentation of preparations. To provide an in-depth knowledge of kitchen management, and also important knowledge of hot and cold desserts

LEARNING OUTCOME

- To enable students about the managerial aspects
- To teach students about quality and Portion control.
- To master the students in particular area of culinary skill
- Cold Kitchen
- To train the students in terms of menu planning

UNIT – 1

KITCHEN MANAGEMENT

Objectives, Food preparation areas , kitchen planning and layout, kitchen organization, hiring of kitchen staff, food service system, selection of supplier, purchasing, market study, receiving food, inventory management, store management, indenting, distribution of food and holding food.

UNIT – 2

QUALITY CONTROL PROCEDURE

Cost control, quality control, portion control, waste control and budgetary control. HACCP.

KITCHEN RECORDS AND FORMATS

Different records, registers, vouchers, formats, tags and color-coding.

UNIT – 3

PRINCIPLES OF MENU PLANNING

Menu planning, recipe development and conversion

FOOD HANDLING PROCESS

UNIT – 4

INTERNATIONAL CUISINES-Staple , herbs and spices used , cooking methods and Specialties of Chinese Cuisine, Italian Cuisine, Mediterranean Cuisine Japanese Cuisine, Mexican Cuisine, Middle Eastern Cuisine, Thai Cuisine, Spanish and American cuisine.

ADVANCE FOOD PRODUCTION LAB**RHM851**

1. Quality Control process
2. Kitchen management
3. International cuisine

References:-

Cinton Caesarani – Theory of Cookery
Krishna Arora – Theory of Cookery
Thangam Philip – Theory of Cookery II
Jane Gregsan’s – European Cookery
Paul Bocuse – The We Professional Chef

FOOD & BEVERAGE SERVICES MANAGEMENT**RHM802**

OBJECTIVE: - To develop optimum level of knowledge and skills in the students so as they are capable to independently manage various F&B service outlets in Hospitality Industry also to make them aware of cost controls, sales analysis.

LEARNING OUTCOME

Students learn about

1. International food and beverage service sector
2. Food & Beverage Costing & Control
3. Records & Formats
4. Inventory Management

UNIT – 1**FOOD AND BEVERAGE COST CONTROL SYSTEMS**

Determining the cost, food cost percentage, evaluating food cost result, food cost control, and beverage cost control.

FOOD AND BEVERAGE PURCHASING

Food and beverage purchasing, Purchasing Methods, Food and beverage receiving and storage, Types of Receiving.

UNIT – 2**FOOD AND BEVERAGE CONTROL IN SERVICE**

K.O.T control system, F&B control cycle, making bills, cash handling, theft control system, F&B control records and formats.

UNIT – 3**INVENTORY MANAGEMENT –**

Food and beverage inventory, Types of Inventory – Physical & Perpetual Inventory, Various formats used in Inventory, food & beverage inventory control.

UNIT – 4 RESTAURANT PLANNING & DESIGN

Concept, layout, Décor and furnishing, fixtures and fittings, equipments, menu planning, menu engineering, advertising identifying the media, promoting festivals, promoting room service, up selling, telephone selling, suggestive selling

FOOD & BEVERAGE SERVICES MANAGEMENT LAB**RHM852**

- Table layout and services for different types of meals
- Layout and drawing of the functions prospectus and identifying its appropriate usage .
- Planning of different types of buffet counters and setting the counters
- Preparation of function checklist of buffet.
- Assignment on buffet menu planning

References:-

Levinson: Food and Beverage Operations

Lillycrap: Food and Beverage Service

Chand-Tara: Hotel and Restaurant Management

Cullen: Food and Beverage Manager

Cassel: Management of Food Service Operation

Longman: Food and Beverage Management

Tarun Bansal: F & B Operations to Management – IK International

FRONT OFFICE MANAGEMENT**RHM803****OBJECTIVES**

Students in previous semesters have gone through the basic operations of Front Office. Now the Macro aspects of Front Office like Revenue management and other Managerial Concepts etc.,

will be covered in this semester. Further aspects like Check In & Check Out, Handling Emergencies etc will also be dealt with, in detail.

Learning Outcomes:

1. Define terminology and concepts in major areas of business.
2. Design, develop and implement information technology based solutions for business problems.
3. Identify business problems, frame work for their solution and use appropriate problem solving techniques for business problems.

UNIT – 1 FRONT OFFICE MANAGEMENT

Management of Hotel Front Office and Role in Hotel Revenue Generations, Preparing for Guest Services, Relationship & Coordination with Housekeeping and other Divisions, The Hotel Organization and the front office manager, Effective interdepartmental communications, Front Office Structures, layouts Trends & Practices.

UNIT – 2 MANAGING GUEST CHECKIN AND CHECKOUT

Managing Guests from Check in to Check Out – Role of Front Office, System wide reservations, Guest registration, Managing the financials, Guest checkout, Procedures Forms & Formats, Hotel Apps, Latest Trends in procedure. Self Check-in & Check-out.

UNIT – 3 REVENUE MANAGEMENT

Revenue Management : An Introduction, Customers’ Knowledge and Consumer Behavior, Internal Assessment and Competitive Analysis, Economic Principles and Demand Forecasting, Reservations and Channels of Distribution, Dynamic Value-Based Pricing, Channel and Inventory Management, The Revenue Management Team, REVPAR – Definition, formula and usage. Strategic Management and Following the RevMAP, Tools, Tactics, and Resources

UNIT – 4 MANAGERIAL CONCEPTS

Staffing Challenges, Recruitments & Training, Managing Hospitality, Promoting in house sales, It is going to happen- Handling Emergencies, Managing Guest Safety & security Gearing for Interviews, The role of Supervisor and Managers Responsibilities. Case Studies.

FRONT OFFICE MANAGEMENT LAB

RHM853

- Role plays for Check In & Check out
- Express Check In / Express Check Out
- Roster Formulation
- Software Approach

References:-

- Front Office Planning – The FOM’s Role
- Professional Front Office Layout & Organisations
- Front Office Operations : Activities, Records & Regulations to supplement theory syllabus
- Safety & Security Practices & Role of Hotel Front Office
- Revenue Management in Front Office Operations
- Hotel Front Office Management – James A Bardi Wiley Publications

ACCOMMODATIONS MANAGEMENT RHM804

OBJECTIVES

The aim of the syllabus is to make the students aware of:

- The future of accommodation industry: Growing interdependence between travel and hotel industry and franchising.

- Planning accommodation facilities in general and for specific needs.
- Developing Management skills in relation to budget, budgetary control, traffic change and occupancy forecasting.
- Motivational skills-as a leader, charge agent and supervisory role and involvement in working with employees.

LEARNING OUTCOME

1. Personal skills in accommodation operations and services
2. Planning and organizing the housekeeping service
3. Principles of design, management and furnishing
4. Financial control in accommodation operations and services.

UNIT – 1 THE PROFESSIONAL HOUSEKEEPER

The Housekeeping Department in Hotel Operations, The Executive Housekeeper as Department Manager. Structural Planning of the Housekeeping Department. Current Trends & Practices

UNIT – 2 MANAGING HOUSEKEEPING OPERATIONS

Management of Inventory and Equipment. Characteristics of Housekeeping Equipment and Supplies. The Cleaning Function, Personnel Administration, Controlling Housekeeping Operations, Supervision and Management Practices in Housekeeping

UNIT – 3 HAZARD MANAGEMENT & SAFETY

Safety, Security and Infectious Diseases in Property Operations. Energy Conservation in Lodging Properties, Environmental and Sustainability Issues. OSHA Standards

UNIT – 4 NEW FACILITY OPERATIONS MANAGEMENT

Opening New Hotels & Role of Housekeeping, Linen Management, Guest Laundry Services, Valet Services, Managing Pests Control, Out Source Management Practices in Housekeeping, Housekeeping Beyond hotels i.e Libraries, Hospitals, Airports and others, Entrepreneurship Opportunities in Housekeeping. Revenue from Housekeeping, Mini Bar Management.

ACCOMMODATIONS MANAGEMENT LAB

RHM 854

1. Designing rooms for different categories of guest
Handicapped
Children
V.I.P etc
2. Coordinate with hotel purchase system for ordering
3. Purchase, storing and inventory controls
4. To prepare checklist for public and non public areas
5. Practical training at Training hotel in housekeeping
6. Revision and recapulation of previous semesters

References:-

- Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson
- Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill
 - House Keeping Management for Hotels, Rosemary Hurst, Heinemann
 - Housekeeping Management – Margaret M. Leappa & Aleta Nitschke
 - Housekeeping & Maintenance – Stanley Thornes
 - Hotel Housekeeping Operations & Management – Reghubalan, Oxford University Press.
 - Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burtein, Publishers: CRC
 - Managing Housekeeping Custodial Operation – Edwin B. Feldman
 - Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
 - The Professional Housekeeper – Madelin Schneider, Georgina Tucker & Mary Scoviak, John Wiley & Sons
 - Housekeeping Management by Matt A Casado, Wiley Publications

FINANCIAL MANAGEMENT

RHM805

OBJECTIVES

To impart the basic knowledge to the students about finance and its importance in the hotel industry.

LEARNING OUTCOME

Students will be aware of about the concepts of Wealth maximization & Profit maximization. Apart from these Proper estimation of total financial requirements & Proper utilization of finance were also taught to the students

UNIT 1 INTRODUCTION

Nature and scope of financial management, finance function, profit/wealth maximization, role and responsibilities, and functions of financial managers.

UNIT 2 CAPITAL BUDGETING

Concept of Time Value of Money; Compound and Discounting Techniques. Meaning, objectives of investment decisions, net present value method, internal rate of return method, pay back period.

UNIT 3 COST OF CAPITAL

Introduction, significance, concept, determining component of cost of capital, weighted average cost of capital.

UNIT 4 CAPITAL STRUCTURE

Over capitalization, under capitalization and optimization operating and financial leverage, EBIT-EPS Analysis.

UNIT 5 SOURCES OF FINANCE

Working capital management, management of cash inventories and receivable.

Reference Books

I.M.Pandey: Financial management

Khan & Jain: Financial management

R.M.Srivastava: Financial management

Prasad: Financial Management

PROJECT Presentation & Viva-voce RHM 855**OBJECTIVE**

To encourage and guide students to collect statistical data for RESEARCH as methodology for tackling and solving problems related to hospitality industry.

LEARNING OUTCOME

- a. To provide skills to manage in a computerized environment and a rapidly changing IT Environment and its effect in the hospitality environment. Also to provide work ethics and adequate work habits essential for working in a team.
- b. To develop in the students skills and personal qualities of general importance and applicability in all aspects of working life.
- c. To acquire skill for future management roles of various types of hospitality units and being aware & conscious of social responsibilities that an organization owes to its employees & clients.

FLOW:

1. Selection of Topic by student
2. Relative assignments & Synopsis submission to Project Guide for approval
3. Research Work Progress fortnightly reporting
4. Project report writing
5. Evaluation at end of semester – Presentation & Viva-voce.

THE PROJECT REPORT SHOULD INCLUDE:

- a. The first page should include Name of the Institute, Project undertaken, Roll Number & Name.
- b. Certificate by Candidate of genuine work.
- c. Acknowledgement.
- d. Certificate of Approval from Project Guide, Project Co-ordinator & Director/Principal of institution.
- e. Introduction to Topic.
- f. Problem Definition –
 - i. Need of study.
 - ii. Problem Definition.
 - iii. Research Objective.
 - iv. List of Information.
- g. Research Methodology
 - i. Research Design
 - ii. Source of data
 - iii. Instrumentation of data collection.
 - iv. Sampling Design
- h. Analysis, Findings & Interpretation.
- i. Suggestions & Recommendations.
- j. Conclusions.
- k. Limitation.
- l. Bibliography.
- m. Annexure.
