

SEMESTER VI (Hospitality)

0201239: FOOD PRODUCTION AND F AND B SERVICE

Full Marks: 100

Food Commodities

Marks: 10

Introduction; Types of Food; Characteristics: Restructured Foods, Substitute Foods, Ready to Eat Foods; Classification of Food Commodities; Colouring and Flavouring Agents: Colouring Agents, Flavouring Agents; Types of Food Ingredients

Food Selection and Evaluation

Marks: 15

Introduction; Food Selection: Sensory Criteria, Nutritional Criteria, Cultural and Religious Criteria, Psychological and Sociological Criteria, Budgetary Criteria; Factors in Selecting Food; Meal Planning: Factors Affecting Meal Planning; Modification of Meals for Various Age Groups: Diet Modification, Through Food Exchange Method; Food Evaluation

Kitchen and Bar Equipments

Marks: 14

Introduction; Classification of Equipment: Weight or Size, Order of Use, Mode of Operation; Service Equipments: Glassware, Chinaware, Tableware, Table and Chairs, Side Station/Dummy Waiter, Trolleys; Linen; Care of Equipments; Cleaning of Equipment; Maintenance of Cost

Cooking and Menu Planning

Marks: 10

Introduction; Menu; Types of Menu: A La Carte Menu, Table *D'hôte*; Menu Format; Organising a Menu; Indian Classical Menu; Indian Accompaniments; Desserts and Ice-Creams: Desserts, Ice Cream

Organisational Structure in Food Industry

Marks: 15

Introduction; Staff Organisation; Duties and Responsibilities of Restaurant Staff: Food and Beverage Manager, Assistant Food and Beverage Manager, Restaurant Manager, Room Service Manager, Bar Manager, Banquet Manager, Other Staff Designations at Various Levels; Job Specialisation; The Organisation of a Lodging Establishment; Food and Beverage Department; Employment; Occupations in the Industry: Service Occupations, Managerial and all Other Occupations, Service Occupation, Managerial Occupations

Hygiene Sanitation and Safety

Marks: 9

Introduction; Environmental Hygiene and Sanitation; Food Handling Practices; Personnel Hygiene; Code for Food Handlers; Food Poisoning Outbreaks; Role of Customer; Safety and Security: Safety, Security

Food Services

Marks: 12

Introduction; Characteristics; Flow of Food; Form of Food Purchased; Types of Foodservice Systems: Conventional Foodservice System, Centralised (Commissary) Foodservice System, Ready-Prepared Foodservice System, Assembly-Serve Foodservice System, Combination Systems; Table Setting: How to Set a Table; Meal Service; Catering Industry; Types of Catering: On-Premise Catering, Off-Premise Catering; Types of Catering Establishments; Recent Developments

Beverages and Services

Marks: 15

Introduction; Beverages and Their Classification; Alcoholic beverages: Fermented Alcoholic Beverages, Distilled Alcoholic Beverages, Compound Beverages; Non-Alcoholic Beverages: Cold Drinks, Tea: Types of Tea, Storage of Dried Tea; Coffee: Processing of Coffee Beans, Methods of Preparation of Coffee, Moka Pot Method, Pot Method, Filter

Method, Percolator Method, Espresso or Caffè Espresso, Instant Coffee, Turkish Coffee, General Rules for Storing and for Making Coffee; Cocoa; Advantages of Beverages; Beverage Service

Reference Books:

1. Andrews, 2007. *Textbook Of Food & Beverage Mgmt.* Tata McGraw-Hill Education.
2. Brown, A., 2008. *Understanding food: Principles and Preparation.* 3rd ed. Thomson Higher Education.
3. Chapman, P., 2009. *India: Food & Cooking: The Ultimate Book on Indian Cuisine.* New Holland Publishers.
4. Cousins, J. and Lillicrap, D., 2010. *Food and beverage services.* 8th ed. Hodder Education.
5. Davis, B, Lockwood, A. and Pantelidis, I., 2008. *Food and Beverage Management.* 4th ed. Taylor & Francis.
6. Paul, D., 2005. *The Indian Menu Planner.* Roli Books.
7. Sethi, M., 2008. *Institutional Food Management.* New Age International.

0201240: HOSPITALITY COMMUNICATION

Full Marks: 100

Aspects of Communication

Marks: 10

Introduction; Nature; Scope; Verbal and Non-verbal Communication; Purpose of Communication in Hospitality Industry; Principles for Effective Hospitality Communication; Communication as “Livelihood” of an Organisation: Internal Communication at Organisation Level, External Communication; Communication as a Valuable Job Requirement; Barriers to Communication: Physical or Mechanical Barriers, Semantic Language Barrier, Personal Socio-Psychological Barriers, Socio-Psychological Barriers, Cross-cultural Barriers; Remedies

Hospitality and Hospitality Communication

Marks: 17

Introduction to Hospitality Industry; Role of Service in: Definition of 'Service', Characteristics of Service, Importance of Service in the Hospitality Industry, Service as a Competitive Advantage; Service Culture in Hospitality Management: Customers, Developing a Service Culture, Aspects of a Service Culture in Hotel Business, Database Marketing; Human Resources in Hospitality Management; Hospitality Communication; Importance: Importance of Hospitality Communication at Customer Service Level, Importance of Hospitality Communication between Staff and Management; Communication Skills in Tourism; Verbal and Non-verbal Communication

Communication Skills – English Grammar

Marks: 9

Introduction; Parts of Speech; Wh-Questions; Conjunctions; Verb Tenses and Usage; Phrases; Idioms; Tenses; Punctuation

Written and Oral Communication Skills

Marks: 15

Introduction to Communication; Importance of Message in Communication; Barriers to Communication; Communicator's Behaviour; Written Communication: Ways to Improve Written Communication, Errors in Written Communication, Advantages and Disadvantages of Written Communication, Letters of Memorandum, Formal and Informal Reports, Documentation, E-Mail Communications; Oral Communication; Advantages and Disadvantages of Oral Communication; Matching Communication to Message and Audience; Oral Communication with Mass Media; Success Tips for Media Interviews; Non-verbal Cues; Non-verbal Clusters; Organising Message; Using Vocal Elements Effectively

English in Usage: Hotel and Restaurant Industry

Marks: 11

Introduction; Structure of Hotel Industry; Importance of Effective Communication in Hotel Industry; Key Consumer Segments; Communication in Hotels; Dealing with Guests; Industrial Terms

English in Usage: Travel and Tourism Industry

Marks: 13

Introduction; Tourism - The world scenario; Use of Communication in Travel and Tourism Industry; Online Marketing Communication in Tourism Industry - Publicity over Internet; Transportation; Land Transport: On Road, Rail Transport, Pipelines Transport, Ropeway Transport; Air Transport; Water Transport: Inland Water Transport, Ocean Transport; Conversation: Airport; Car Rental

Front Office Communication

Marks: 14

Introduction; Communication Systems; Types of Communication in Front Office; Guest Communication; Role of the Front Office in Interdepartmental Communications; Front Office Interaction with Other Departments in the Hotel: Marketing and Sales Department, Housekeeping Department, Food and Beverage Department, Banquet Department, Maintenance or Engineering Department, Security Department, Human Resources Management Department; Role of Total Quality Management in Effective Communication

Technology in Hospitality Communication

Marks: 11

Introduction; Means of Communication; Technological Impact on Hotel Industry; Technological Impact on Restaurant Industry; Information and Communication Technologies for Travel and Tourism: Transition in the Industry, E-Tourism

Reference Books:

1. Reynolds, D. and Barrows, C., 2011. *Introduction to the Hospitality Industry*, 8th ed., Wiley.
2. Samovar, L. A., 2000. *Oral Communication: Speaking Across Culture*, 11th ed., Roxbury Pub.
3. Stewart, G., 2004. *Written Communication*, Blackbirch Press.
4. Wagen, L. V., 1997. *Communication in tourism & hospitality: meeting the world in the workplace*, Hospitality Press.
5. Walker, J., 2011. *Exploring the Hospitality Industry*, 2nd ed., Prentice Hall.
6. Young, K. S. and Travis, H. P., 2004. *Oral Communication*, Waveland Press, Inc.
7. Zhou, Z., 2004. *E-commerce and information technology in hospitality and tourism*, Cengage Learning.

0201241: HOSPITALITY CUSTOMER SALES AND SERVICE

Full Marks: 100

Hospitality as a Service Industry

Marks: 11

Introduction to Hospitality Industry: Hospitality Industry Versus Other Industries, The Focus on the Hotel Business; The Role of Service in the Hospitality Industry: Definition of 'Service', Characteristics of Service, Importance of Service in the Hospitality Industry, Service as a Competitive Advantage; Service Culture in the Hospitality Management: Customers, Developing a Service Culture, Aspects of a Service Culture in the Hotel Business, Database Marketing; Human Resources in the Hospitality Management

Consumption of Hospitality Services

Marks: 16

An Introduction to a Discipline of Consumer Behaviour Research: Contemporary Hospitality, Defining Consumer Behaviour, Researching Consumer Behaviour in Hospitality, Hospitality as Service, The Nature of Products, Goods and Services, Consuming Services; Key Perspectives in Understanding of Hospitality Consumer Behaviour: Frameworks for Considering Hospitality Consumer Decision Making, Individual Process in Consuming Hospitality, Social and Cultural Influences on Hospitality Consumer Behaviour, The Influence of Reference Groups on Hospitality Consumers; Post Modern Consumers of Hospitality Services

Introduction to Hospitality Marketing

Marks: 14

Introduction: The Service Marketing Paradigm, Core and Enhance Services; Understanding the Behaviour of Hospitality Consumers: Significance of Influencing Customer Choice; Marketing Channels: Differentiating Tourism Services; Pricing Strategy: Issues in Pricing Tourism Services, Pricing Inclusive Holidays, Seasonal Pricing, Price Relatives as a Signal of Product Quality, Reducing Price Levels and Broadening Market Demand; Using Menu Design as a Marketing Tool

The Macro and Micro Environments of Hospitality Marketing

Marks: 10

Introduction; The Macro Environment: Economy, Society and Culture, Politics, Technology, Ecology; The Micro Environment: Competitors, Customers, The Buying Process

Marketing Communication: Advertising

Marks: 12

Communication Mix; Objectives of Marketing Communication: Product Life Cycle, Decision Making Process, Stimulating Demand, Hierarchy of Objectives; Advertising Goals and Objectives: Image versus Promotional Advertising; Advertising Planning: Target, Message: Unique Selling Proposition (USP), Media, Timing, Budget; Advertising Agencies

Marketing Communication: Sales Promotion, Public Relations, and Personal Selling

Marks: 13

Sales Promotion: Types; Public Relations and Publicity: Tools of Public Relations and Publicity, Crisis Management, The Cost-Effectiveness of PR and Publicity; Personal Selling and Sales Process: Functions of Personal Selling, Objectives of Personal Selling, The Process of Selling; Sales Management

Providing Quality Service through Internal Marketing

Marks 13

Introduction to Internal Marketing: The Internal Marketing Process; Delivering Service Quality; Measuring Service Quality; The Behavioural Consequences of Service Quality; Loyalty and Relationship Marketing: Relationship Marketing, Retention Strategies, Benefits of Relationship Marketing, Focusing on the 'Right Customers'; Service Recovery

Marketing at unit level

Marks: 11

Introduction: Basis for Local Marketing; Local Marketing in Foodservice: Reasons for the Growth of Local Marketing in Foodservice, Local Marketing Issues for Chain Restaurants, Establishing a Local Marketing Program, Local Marketing Communication Methods; Property-Level Marketing in Lodging

Reference Books:

1. Barrows, C., 2011. Introduction to Management in the Hospitality Industry, 10th ed., Wiley.
2. Belch, G. and Belch, M., 2011. Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th ed., McGraw-Hill/Irwin.
3. Brotherton, B., 1999. The Handbook of Contemporary Hospitality Management Research. Wiley.
4. Godson, M., 2009. Relationship Marketing. Oxford University Press, USA.
5. Hsu, C. and Powers, T., 2001. Marketing Hospitality, 3rd ed., Wiley.

6. Jackson, R. and Wang, P., 1998. Strategic Database Marketing. McGraw-Hill.
7. Kotler, P. & Bowen, J. & Makens, J., 2009. Marketing for Hospitality & Tourism, 5th ed., Prentice Hall.
8. Lewis, B. and Varey, R., 2000. Internal Marketing: Directions for Management. Routledge.
9. Mckenna, R., 1993. Relationship Marketing: Successful Strategies For The Age Of The Customer. Basic Books.

0201237: INTRODUCTION TO HOSPITALITY MANAGEMENT

Full Marks: 100

Introduction to Hospitality Management

Marks: 11

Introduction to Hospitality; History of Hospitality Education: Hospitality Management Education, Current Issues and Trends in Hospitality Education; Role of Hospitality Industry; Characteristics of the International Hospitality Management; Challenges in Hospitality Industry: Operating issues, Marketing Issues, Technological Issues, Economic Issues; Careers Opportunities in Hospitality; Forces Affecting Growth in Hospitality Industry: Demand, Supply, Workforce Diversity, The Impact of Labour Scarcity; Future Development And Challenges

Management in the Hospitality Industry

Marks: 12

Management: A New Way of Thinking; Management's Role in Hospitality Sector; Organising in Hospitality Management: Defining Organisational Structure; Staffing : Human Resources Management; Control in Hospitality Management; Leadership and Directing in Hospitality Management; Role of Planning in Hospitality Sector; Training for Hospitality: Determining Employee Hospitality Qualities, Screening for Hospitality Qualities, Developing an Orientation Program, Administering the Orientation Program, Developing a Training Program

Consumption of Hospitality Services

Marks: 14

Introduction to Consumer Behaviour Research: Contemporary Hospitality, Defining Consumer Behaviour, Researching Consumer Behaviour in Hospitality, Hospitality as Service, The Nature of Products, Goods and Services, Consuming Services; Key Perspectives in Understanding of Hospitality Consumer Behaviour: Frameworks for Considering Hospitality Consumer Decision Making, Individual Process in Consuming Hospitality, Social and Cultural Influences on Hospitality Consumer Behaviour, The Influence of Reference Groups on Hospitality Consumers; Post Modern Consumers of Hospitality Services

Introduction to Hospitality Marketing

Marks: 11

Introduction to Hospitality Marketing: The Service Marketing Paradigm, Core and Enhance Services; Understanding the Behaviour of Hospitality Consumers: Significance of Influencing Customer Choice; Marketing Channels: Differentiating Tourism Services; Pricing Strategy: Issues in Pricing Tourism Services, Pricing Inclusive Holidays, Seasonal Pricing, Price Relatives as a Signal of Product Quality, Reducing Price Levels and Broadening Market Demand; Using Menu Design as a Marketing Tool

International Hospitality Management

Marks: 16

Introduction to International Hospitality Management: Roots of Hospitality Management, International Management in the Hospitality Industry, Concept of International Management, Globalisation and International Hospitality Management, Implications for Hospitality and Tourism; Cultures and the Challenges of International Hospitality Management: Organisational Cultures, Touristic cultures; The International Hospitality Industry: Elements of Hospitality, Overview of International Hospitality Industry, Food Service Sector, Hotel Food and Beverage Strategy, The Accommodation Sector;

International Hospitality Market Entry: Types of Foreign Market Entry Strategies in the Hospitality Industry; Tourism and Economy: Tourism as an Important Source for Poverty Alleviation, Tourism as a Foreign Exchange Earner, Tourism Role in Indian Economy, Effect of Globalisation on Tourism, Negative Economic Impacts of Tourism; Promotional Tactics and Ethics for Tourism: E-tourism, Tourism Promotion in India, International Promotional Campaigns, Tourism's Contribution Towards People and Societies, Tourism as a contributor of mankind

Hospitality Training

Marks: 14

Introduction to Hospitality Training: Training Needs of Hospitality Industry, Objectives of Training, Characteristics of Hospitality Management, Hospitality Graduates' Skills and Competencies, Hospitality Managers' Skills and Competencies, Career Development, Sourcing Hospitality Employees; Factors to be Considered in Hospitality Training: Determining Employee Hospitality Qualities, Screening for Hospitality Qualities, Developing an Orientation Program, Overview of the Lodging Establishment, Administering the Orientation Program, Developing a Training Program; Steps in the Training Process: Preparation, Delivery, Methods of Presentation, Trial and Error, Follow Up; Administering a Training Program: Cross Training, Developing a Trainer, Training for Empowerment; Evaluation of Training Management of Tourism and Hospitality Industry; Analysis of Training: Tailored Training; Growth in Hospitality Service

Benchmarking in Tourism and Hospitality Industries

Marks: 10

Introduction to Benchmarking: Types of Benchmarking; Benchmarking in Hospitality Sector: Principal Areas of Benchmarking in Tourism, IT Supported Benchmarking Systems; Perspectives of Benchmarking Decision Support Systems in Tourism and Hospitality Management: Turning Experience into Breakthrough Results, Standardisation, Measurement, Methodology, Information Technology Support

Hospitality as a Service Industry

Marks: 12

Introduction to Hospitality Industry: Hospitality Industry versus Other Industries, The Focus on the Hotel Business; The Role of Service in the Hospitality Industry: Definition of Service, Characteristics of Service, Importance of Service in the Hospitality Industry, Service as a Competitive Advantage; Service Culture in the Hospitality Management: Customers, Developing a Service Culture, Aspects of a Service Culture in the Hotel Business, Database Marketing; Human Resources in the Hospitality Management

Reference Books:

1. Brotherton, B., 2003. International Hospitality Industry: Structure, Characteristics and Issues, 5th ed., Butterworth-Heinemann.
2. Chaudhary, J., 2009. Career in Hospitality, Travel and Tourism Industry, Global Media.
3. Crouch, G. and Perude, R., 2004. Consumer Psychology of Tourism, Hospitality and Leisure, CABI.
4. Dittmer, P., 2001. Dimensions of the Hospitality Industry: An Introduction, 3rd ed., Wiley.
5. Holcomb, J., 2008. International Dictionary of Hospitality Management, Butterworth-Heinemann.
6. Jaszay, C. and Dunk, P., 2003. Training design for the hospitality industry, Delmar Cengage Learning.
7. Kotler, P. and Bowen, J. and Makens, J., 2009. Marketing for Hospitality and Tourism, 5th ed., Prentice Hall.
8. O'Fallon, M., 2010. Hotel Management and Operations, 5th ed., Wiley.

0201298: FRONT OFFICE OPERATIONS

Full Marks: 100

Front Office Management

Marks: 12

Introduction; Front Office Functions: Front of the House Operations, Back of the House Operations; Front Office: Organisational Structure; Front Office Management Components; Organisation of the Front Office Department; The Front Office Staff; Qualities of Front Office Staff; Communication in Hotel: Front Office Interaction with Other Departments in the Hotel, The Role of Total Quality Management in Effective Communication; Role of Public Relation Officer: Skills of Public Relation Officer, Duties and Responsibilities; Information Management Process: The Data Repository, Front Office and Back Office Applications

Reservations

Marks: 13

Introduction: Importance of a Reservation System, Role of the Internet in Securing Reservations, Sources of Reservations, Reservation Terminology; Reservation Methods: Types of Reservation System, Accepting or Denying Reservation, Generating Reservation Reports, Managing Reservations; Reservation Enquiry; Types of Reservations: Advanced Reservations, Confirmed Reservations, Guaranteed Reservations, Group Reservation; Forecasting Reservations; Overbooking Management; Processing Guest Reservations; Reservation Availability; Reservation Record; Reservation Confirmation

Registration Section

Marks: 13

Introduction: Registration, Purpose, Importance of the First Guest Contact, Guest Hospitality, Inquiry about Reservation; Registration Process: Pre-Registration Process, Creation of the Registration Record, Assignment of Room and Rate, Establishment of the Method of Payment, Issual of the Room Key, Fulfilment of Special Requests; Registration Methods; Systems of Registration; Future Reservations: Developing a Plan for Promoting Future Reservations

Night Audit

Marks: 13

Introduction: Importance of the Night Audit, Important terms used in Night Audit, Functions of Night Audit, The Duties and Responsibilities of the Night Auditor; The Night Audit Process: Posting Room and Tax Charges, Assembling Guest Charges and Payments, Reconciling Departmental Financial Activities, Reconciling Accounts Receivable, Running the Trial Balance; Preparation of Reports; Types of Errors in Night Audit: Pickup Errors, Transposition Errors, Missing Folios; Reading Night Audit

Front Office Communication

Marks: 12

Front Office Communication: Importance of Communication, Communication Systems, Types of Communication in Front Office, Guest Communication; Effective Interdepartmental Communications: Role of the Front Office in Interdepartmental Communications, Front Office Interaction with Other Departments in the Hotel, Role Of Total Quality Management in Effective Communication

Guest Cycle

Marks: 10

Introduction to Guest Cycle; Stages of Guest Cycle; Guest Checkout: Front Office Clerks; Guest Checkout Procedure; Determining Method of Payment and Collection; Assisting the Guest with Method of Payment; Obtaining Future Reservations; Guest Histories; Origination of Reservation; Guest Relations and Complaint Handling

Guest Accounting

Marks: 14

Introduction; Guest Accounting: Principals of Hotel Billing, Guest Bill, Guest Bill Communication Methods; Process of Guest Accounting: Types of Financial Transaction, Preparing of Documents, Checking and Ensuring Accuracy, Settlement of Account; Credit Control: Objectives of Credit Control Measures, Credit Security Measure, Common Causes for Unpaid Account Balance; Cash Control

Front Office Security Functions

Marks: 15

Role of front Office in Hotel Management: Importance of Security Department, Organisation of a Security Department, Job Analysis of the Director of Security, In-House Security Departments versus Contracted Security Services; Front Office Security and Safety: Front Office Security, Safety Issues; Types of Security: Physical aspect is divided into two parts, Security aspects of persons; Front Office Security Functions: Door, Locks, Key control, and Access Control, Guest Room Security, Protection of Assets- Safe Deposit Lockers, Lost and Found, Staff Security Procedure, Legal Implications – guest rights and Management Responsibility

Reference Books:

1. Chakravarti, 2006. Concept Of Front Office Management, APH Publishing.
2. Deveau, P., 1995. Front Office Management and Operation, Prentice Hall College Div.
3. Huyton, J. and Baker, S., 2001. Principles of Hotel Front Office Operations, 2nd ed., Cengage Learning Business Press.
4. Ismail, A., 2001. Front office operations and management. Delmar Cengage Learning.
5. Ismail, A., 2002. Front office operations and management, Cengage Learning.
6. Kasavana, M., L. And Brooks R., M., Managing front office operations.
7. Maidasani, D., 2008. Front Office Management. Firewall Media.
8. O'Fallon, M.J. and Rutherford, D.G., 2010. Hotel Management and Operations, 5th ed., John Wiley and Sons.