

**CHRIST COLLEGE (AUTONOMOUS),
IRINJALAKUDA**

IRINJALAKUDA, THRISSUR - PIN 680 125



**DEGREE OF
BACHELOR OF SCIENCE
(CHOICE BASED CREDIT AND SEMESTER SYSTEM)**

**UNDER THE
FACULTY OF SCIENCE**

**SYLLABUS
(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2014 – 15 ONWARDS)**

BOARD OF STUDIES IN HOTEL MANAGEMENT (UG)

IRINJALAKUDA, THRISSUR - PIN

680 125 KERALA, 673 635, INDIA

JULY, 2014

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B.Sc. Hotel Management & Catering Science (Under the Faculty of Science)

CHOICE BASED CREDIT & SEMESTER SYSTEM FOR UNDER GRADUATE CURICULLAM (2014)

I. Duration of the programme

The programme is for six semesters spread over three years. There shall be 90 working days in each semester and shall comprise of 450 teaching hours including the days for the conduct of each semester examination.

II. Course in the programme

The total number of course in Bsc. HM&CS programme could be 35, which may be spread through 120 credits. The main courses shall be divided into 4 categories as follows.

III. Common courses

1. Communicative skills in English
2. Critical Reasoning, Writing and Presentation.
3. Communication Skill in the languages other than English (French).
4. Reading Literature in English.
5. Reading on Indian Constitution, Secularism and Sustainable Environment.
6. Translation and communication in Language other than English (French).
7. Basic Numerical Skills.
8. General Informatics.
9. Entrepreneurship Development.
10. Banking and Insurance.

IV. Core courses

11. Accommodation Operation (Theory)
12. Accommodation Operation (Practical)
13. Advanced Food & Beverage Production – I (Theory)
14. Advanced Food & Beverage Service – I (Theory)
15. Advanced Food & Beverage Production – I (Practical)
16. Advanced Food & Beverage Service – I (Practical)
17. Advanced Food & Beverage Service – II (Theory)
18. Advanced Food & Beverage Production – II (Theory)
19. Food & Beverage Management
20. Research Methodology
21. Facility Planning and Event Management
22. Project (Viva Voce)
23. Hotel Report (Viva Voce)
24. Comprehensive Self Study
25. Hotel Sales and Marketing
26. Comprehensive Self Study (Viva Voce)

V. Complementary Courses

27. Food & Beverage Production – I (Theory)
28. Food & Beverage Service – I (Theory)
29. Food & Beverage Production – I (Practical)

30. Food & Beverage Service – I (Practical)
31. Front Office (Theory)
32. Nutrition Hygiene and Sanitation
33. Front Office (Practical)
34. Travel and Tourism

VI. Open Courses

35. Hotel Accounting



Semester wise distribution of courses

Semester – I

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
1	A01	Communicative skills in English	4	4				
2	A02	Critical Reasoning Writing and Presentation	3	4				
3	FL(F)1A07	Communicative Skills in French	4	4				
4	HM1B01	Accommodation Operation (Theory)	3	5				
5	HM1C01	Food & Beverage Production – I (Theory)	3	4				
6	HM1C02	Food & Beverage Service – I (Theory)	3	4				

SEMESTER – II

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
7	A03	Reading Literature in English.	4	4				
8	A04	Reading on Indian Constitution, Secularism and Sustainable Environment	3	4				
9	FL(F)2A08	Translation and communication in Language other than English (Culinary French).	4	4				
10	HM2B02	Accommodation Operation (Practical)	3	5				
11	HM2C03	Food & Beverage Production – I (Practical)	3	4				
12	HM2C04	Food and Beverage Service – I (Practical)	3	4				

SEMESTER-III

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
13	A11	Basic Numerical Skill	4	4				
14	A12	General informatics	4	4				
15	HM3B03	Advanced Food & Beverage Production – I (Theory)	3	4				
16	HM3B04	Advanced Food & Beverage Service - I (Theory)	3	4				
17	HM3C05	Front Office (Theory)	3	5				
18	HM3C06	Nutrition Hygiene and Sanitation	3	4				

Semester – IV

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
19	A13	Entrepreneurship Development	4	4				
20	A14	Banking & Insurance	4	4				
21	HM4B05	Advanced Food & Beverage Production – I (Practical)	3	4				
22	HM4B06	Advanced Food & Beverage Service – I (Practical)	4	4				
23	HM4C07	Front Office – (Practical)	3	4				
24	HM4C08	Travel and Tourism	3	5				

Semester – V

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
25	HM5B07	Advanced Food & Beverage Service – II (Theory)	4	4				
26	HM5B08	Advanced Food & Beverage Production – II (Theory)	4	4				
27	HM5B09	Food & Beverage Management	4	4				
28	HM5B10	Research Methodology	3	4				
29	HM5B11	Facility Planning and Event Management	4	5				
30	HM5D01	Hotel Accounting	2	4				

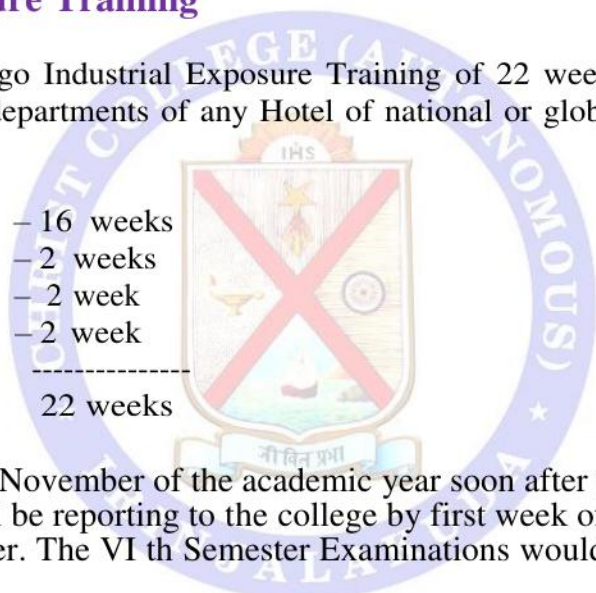
SEMESTER VI

Sl. No.	Course Code	Subject	Credit	Hrs/Week	Exam Hrs	Internal	External	Total
31	HM6B12	Project (Viva Voce)	4	5				
32	HM6B13	Hotel Report (Viva Voce)	4	5				
33	HM6B14	Comprehensive Self Study	4	5				
34	HM6B15	Hotel sales and Marketing	4	5				
35	HM6B16	Comprehensive Self Study (Viva Voce)	2	5				

VII. Industrial Exposure Training

Each student has to undergo Industrial Exposure Training of 22 weeks duration in the following departments of any Hotel of national or global repute.

- 1. F & B Production – 16 weeks
 - 2. F & B Service – 2 weeks
 - 3. Front Office – 2 week
 - 4. Housekeeping – 2 week
- 22 weeks



Training may start from 01st November of the academic year soon after the Vth Semester Examinations. Students shall be reporting to the college by first week of April for regular classes for the VIth Semester. The VIth Semester Examinations would commence from June second week.

Hotel Report

After the completion of training the students shall immediately be submitting an industrial exposure training report within two weeks time. This Report shall also carry two hundred and fifty marks.

The marks shall be awarded by the concerned training coordinator of the college, based on the viva and the report submitted by the student. Each student has to have a certificate of successful completion of training.

VIII. Project Report

Each student has to make a project report on relevant topic related to hospitality industry. This Report shall also carry two hundred marks.

B.Sc Hotel Management & Catering Science (Academic Year 2014 Onwards)

The marks shall be awarded by the concerned Project coordinator of the college, based on the viva and the report submitted by the student.

The Student should also carry the following during Viva Voce by the External Examiner:

- !Duly signed personal copy of the project
- !Examination Hall ticket
- !College Identity card
- !Dress code should be formal



DETAILED SYLLABI

FIRST SEMESTER

ACCOMMODATION OPERATIONS – (THEORY):

THE ROLE OF HOUSEKEEPING IN HOSPITALITY OPERATION

Role of Housekeeping in Guest Satisfaction and Repeat Business

ORGANISATION CHART OF THE HOUSEKEEPING DEPARTMENT

- A. Hierarchy in small, medium, large and chain hotels
- B. Identifying Housekeeping Responsibilities
- C. Personality Traits of housekeeping Management Personnel.
- D. Duties and Responsibilities of Housekeeping staff
- E. Layout of the Housekeeping Department

CLEANING AGENTS

- A. General Criteria for selection
- B. Classification
- C. Polishes
- D. Floor seats
- E. Use, care and Storage
- F. Distribution and Controls
- G. Use of Eco-friendly products in Housekeeping

COMPOSITION, CARE AND CLEANING OF DIFFERENT SURFACES

- A. Metals
- B. Glass
- C. Leather, Leatherites, Rexines
- D. Plastic
- E. Ceramics
- F. Wood
- G. Wall finishes
- H. Floor finishes

INTER DEPARTMENTAL RELATIONSHIP

- A. With Front Office
- B. With Maintenance
- C. With Security
- D. With Stores
- E. With Accounts
- F. With Personnel
- G. Use of Computers in House Keeping department

MECHANICAL & MANUAL EQUIPMENTS

- A. Types of mechanical & Manual Equipments.
- B. Selection of equipments
- C. Maintenance of equipments.
- D. Usage procedure of equipment

AREA CLEANING

- A. Guest rooms
- B. Front-of-the-house Areas
- C. Back-of-the house Areas
- D. Work routine and associated problems
e.g. high traffic areas, Façade cleaning etc.

ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING DEPARTMENT

- A. Reporting Staff placement
- B. Room Occupancy Report
- C. Guest Room Inspection
- D. Entering Checklists, Floor Register, Work Orders, Log Sheet.
- E. Lost and Found Register and Enquiry File
- F. Maid's Report and Housekeeper's Report
- G. Handover Records
- H. Guest's Special Requests Register
- I. Record of Special Cleaning
- J. Call Register
- K. VIP Lists

BEDS AND MATTRESSES

- A. Types
- B. Size

PEST CONTROL

- A. Areas of infestation
- B. Preventive measures and Control measure

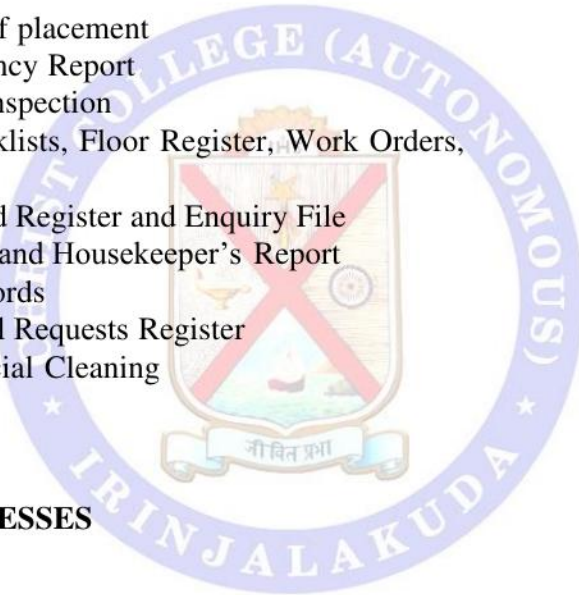
KEYS

- A. Types of keys
- B. Computerized key cards
- C. Key control

Reference books:

Accommodation Operations (H/K) by:

Authors:



- | | |
|----------------------|---------------------|
| 1) Joan Branson | 2) Jones Thomas, |
| 3) Manoj Madhukar | 4) Margret M Kappa, |
| 5) Sudhir Andrews | 6) Grover Goutham, |
| 7) Smriti Raghubalan | 8) Malini Singh |
| 9) Aleta A Nitschke | |

FOOD & BEVERAGE PRODUCTION– I (THEORY)

I. INTRODUCTION TO COOKERY

1. Levels of skills and Experience
2. Attitudes and Behavior in the Kitchen
3. Personal Hygiene
4. Safety Procedure in Handling Equipment
5. Aims and objectives of cooking food
6. Various textures
7. Basic Culinary terms

II. HIERARCHY AND DEPARTMENT STAFFING

1. Classical Brigade
2. Modern staffing in various category hotels
3. Role of Executive Chef
4. Duties & Responsibilities of various chef
5. Co-operation with other Departments

III. KITCHEN ORGANIZATION & LAY OUT

1. General layout of kitchen in various organization
2. Layout of Receiving Areas
3. Layout of storage Area
4. Layout of service and wash up
5. Various Fuels used
6. Advantages & Disadvantages of each

IV. BASIC MENU PLANNING

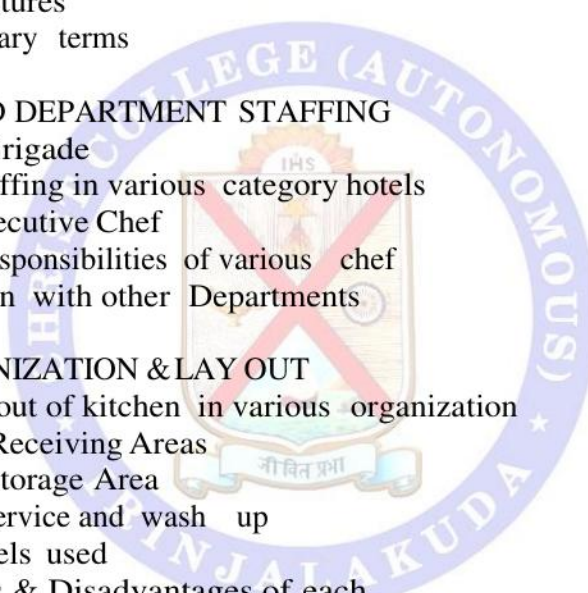
1. Types of Menu
2. Menu Planning Principle

V. BASIC PRINCIPLES OF FOOD PRODUCTION

1. Introduction, Classification of vegetables
2. Effects of heat on vegetables
3. Cuts of vegetables
4. Classification of fruits
5. Uses of Fruit in Cookery

VI. Salads & Salad dressing stocks

1. Definition of Stock
2. Types of Stocks



3. Preparation of stock
4. Storage of Stocks
5. Uses of Stocks

VII. Soups

1. Classification of soups with examples
2. Basic recipes
3. Consommés
4. Garnishes and accompaniment for Soups

VIII. Classification of Sauces

1. Recipes for mother Sauces
2. Derivatives

IX. Meat

1. Introduction
2. Cuts of Beef/Veal
3. Cuts of Lamb/Mutton
4. Cuts of Pork
5. Variety meats (Offal)

X. Fish

1. Classification of fish with examples
2. Cuts of fish
3. Selection fish and shellfish
4. Cooking of fish

XI. Egg

1. Introduction of Egg Cookery
2. Structure of an egg
3. Selection of egg
4. Uses of egg in Cookery

XII. Rice

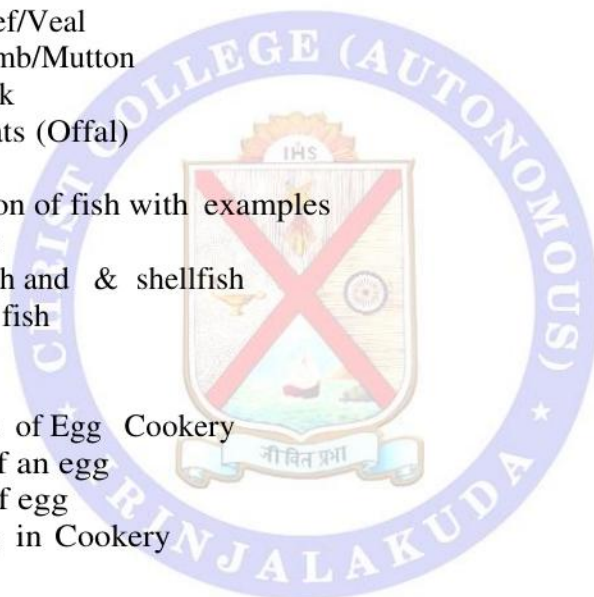
1. Introduction
2. Classification and Identification
3. Cooking of rice, cereals & pulses
4. Varieties of rice & other cereals

XIII. METHODS OF COOKING FOOD

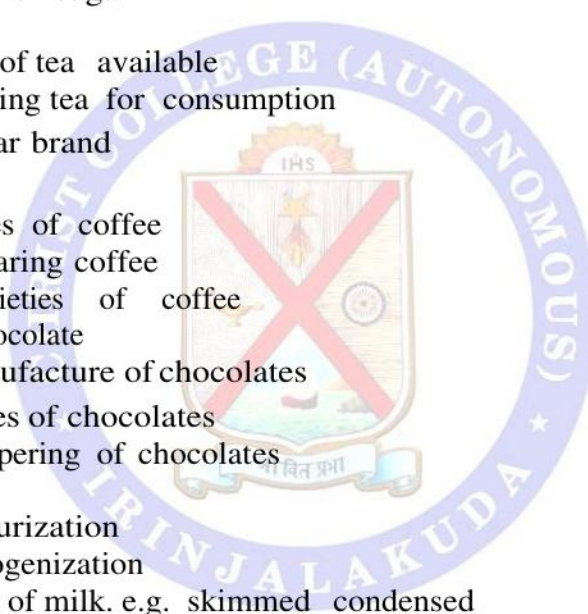
1. Roasting
2. Grilling
3. Frying
4. Baking
5. Broiling
6. Poaching
7. Boiling

XIV. BASIC COMMODITIES

- a. Flour
 1. Types of wheat



2. Types of flour
3. Uses of flour in food production
- b. Shortening
 1. Role of shortening
 2. Varieties of shortenings
 3. Advantages & Disadvantages of using different shortenings
- c. Fats & Oil - Types, varieties
- d. Raising agents
 1. Classification of raising agent
 2. Role of raising agents
- e. Sugar
 1. Importance of sugar
 2. Types of sugar
 3. Cooking of sugar- (various stages)
 4. Uses of sugar
- f. Tea
 - 1.Types of tea available
 - 2.Preparing tea for consumption
 - 3.Popular brand
- g. coffee
 - 1 Types of coffee
 - 2 Preparing coffee
 - 3 Varieties of coffee
- blends h. Chocolate
 1. Manufacture of chocolates
 2. Types of chocolates
 3. Tempering of chocolates
- i. Milk
 1. Pasteurization
 2. Homogenization
 3. Types of milk. e.g. skimmed condensed
4. Nutritive value
- j. Cream
 1. Processing of cream
 2. Types of cream
- k. Butter
 1. Processing of butter
 2. Types of butter
- l. Cheese
 1. Processing of cheese
 2. Types of cheese
 3. Classification of cheese
 4. Cooking of cheese
 5. Uses of cheese



XV. USE OF HERBS AND WINES IN

COOKERY XVI. KITCHEN

STEWARDING

FOOD & BEVERAGE SERVICE – I(THEORY)

I. Introduction to catering

1. Different types of catering establishments,
2. Attributes of a waiter: Personal hygiene, punctuality, personality, attitude towards guests, appearance, salesmanship and sense of urgency.

II. Staff organization

1. The principle staff of different types of restaurants, duties and responsibilities of a restaurant staff.
2. Types of restaurants: overview and key characteristics of coffee shop, continental restaurants, speciality restaurants, pubs, night clubs, discotheques, snack and milk bar.

III. Operating equipments

1. Classification of crockery, cutlery, glassware, hollowware, flatware, special equipments.
2. Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate.
3. Restaurant service: Misen scene, Misen place. Points to be remembered while laying a table, do's and don'ts in a restaurant, dummy waiter and its uses during service.

IV. Different types of menu

1. Origin of menu, table d'hote menu, a la carte menu, French classical menu. Food and their usual accompaniments.
2. Breakfast: Types, menu for each type, terms used in the service of continental breakfast. Cover laying for continental and English breakfast.
3. Order taking procedures: In-person, telephone and door hangers.

V. Types of service

1. Different styles of service, advantages and disadvantages
2. Floor / Room service: Meaning, Full & Partial room service, Breakfast service in room, tray & trolley set-up for room service.
3. Lounge service: Meaning, organization of lounge service.
4. Tea service: Afternoon tea and high tea, order of service.

SECOND SEMESTER:

ACCOMMODATION OPERATIONS – (PRACTICAL)

1. Familiarizing with different types of Rooms, facilities and surfaces

1 Twin/ double

1 Suite

1 Conference etc

2. Servicing guest room(checkout/ occupied and vacant)

ROOM

Task 1- open curtain and adjust lighting

Task 2-clean ash and remove trays

if any Task 3- strip and make bed

Task 4- dust and clean drawers and replenish supplies

Task 5-dust and clean furniture, clockwise or anticlockwise

Task 6- clean mirror

Task 7- replenish all supplies

Task 8-clean and replenish minibar

Task 9-vaccum clean carpet

Task 10- check for stains and spot cleaning

BATHROOM

Task 1-disposed soiled linen

Task 2-clean ashtray

Task 3-clean WC

Task 4-clean bath and bath area

Task 5-wipe and clean shower curtain

Task 6- clean mirror Task 7-clean tooth

glass Task 8-clean vanity unit

Task 9- replenish bath supplies

Task 10- mop the floor

3. Bed making supplies (day bed/ night bed) Step 1-

spread the first sheet(from one side)

Step 2-make miter corner (on both corner of your side) Step 3-

spread second sheet (upside down)

Step 4-spread blanket

Step 5- Spread crinkle sheet

Step 6- make two folds on head side with all three (second sheet, blanket and crinkle sheet)

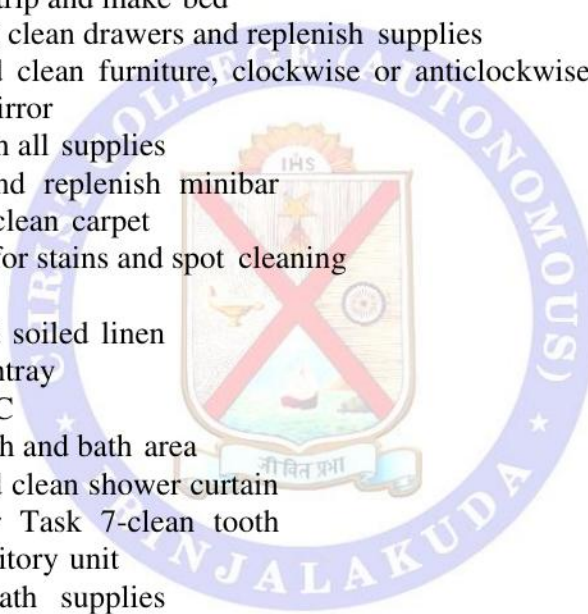
Step 7- tuck the folds on your side

Step 8- make miter corner with all three on your side Step 9- change side and finish the bed

in the same way Step 10- spread the bed spread and place pillow

4. Maid's trolley

1 Contents



1 Trolley setup

5. Public Area Cleaning (Cleaning Different Surface)

A. **WOOD**

- 1 polished
- 1 painted
- 1 Laminated

B. **SILVER**

- 1 Plate powder method
- 1 Polivit method
- 1 Proprietary solution (Silvo)

C. **BRASS**

- 1 Traditional/ domestic 1 Method
- 1 Proprietary solution 1 (brasso)

D. **GLASS**

- 1 Glass cleanser
- 1 Economical method(newspaper)

E. **FLOOR** - Cleaning and polishing of different types

- 1 Wooden
- 1 Marble
- 1 Terrazzo/ mosaic etc.

F. **WALL** - care and maintenance of different types and parts

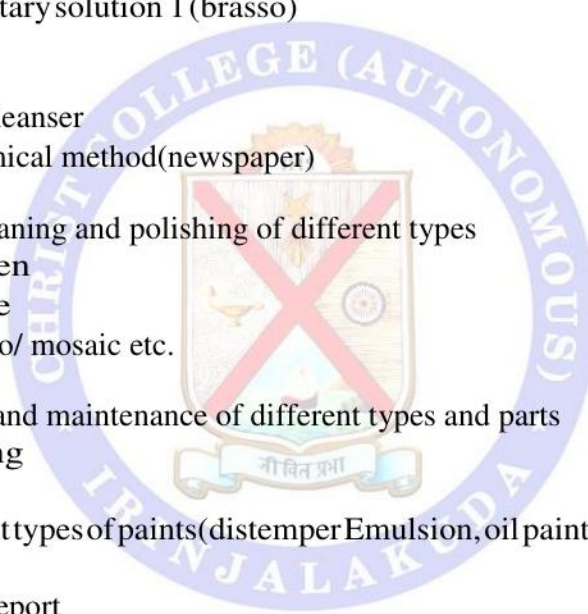
- 1 Skirting
- 1 Dado
- 1 Different types of paints (distemper Emulsion, oil paint etc)

6. **Records**

- Room occupancy report
- Checklist
- Floor register
- Work/ maintenance order]
- Lost and found
- Maid's report
- Housekeeper's report
- Log book

7. **Sample Layout of Guest Rooms**

- 1 Single room
- 1 Double room
- 1 Twin room
- 1 Suite

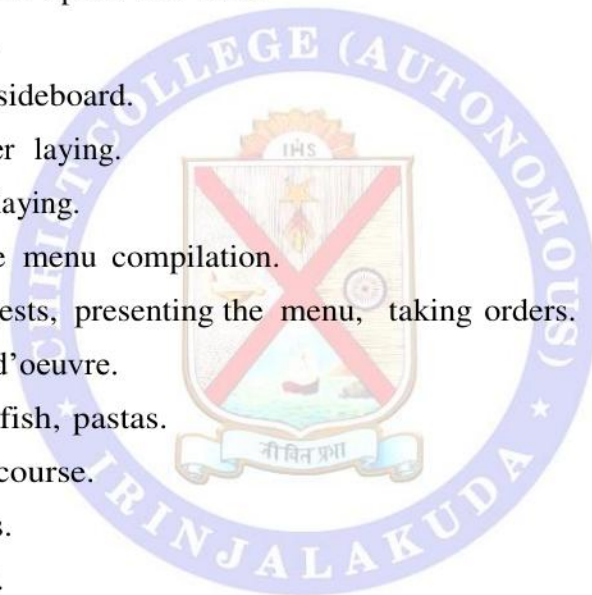


FOOD & BEVERAGE PRODUCTION – I (PRACTICAL)

1. Identification and cuts of vegetables
2. Preparation of stocks – White, Brown and Fish
3. Preparation of Sauces
4. Soups:
 - a Cream – vegetable, spinach, tomato greenpeas
 - b. Consomme – Royale, Celestine
 - c National – Vichyssoise, cabbage chowder
5. Eggs – boiled, fried, poached, scrambled, omelettes.
6. Fish – Fisho'rly a la nglaise, Colbert, poached, saumon grille, Florantine, mornay, pomfret meuniere, fish fingers
7. Poultry – jointing chicken, poulet roti a l anglaise, poulet sauté chasseur, poulet Maryland, roast chicken, chicken a la king
8. Meat - Fillet steak, tournedos, escalope, lamb stew, hot pots, grilled steak
9. Potatoes – French fries, lyonnaise, sauté, mashed, cream, parsley, parsienne
10. Vegetable – Veg. cooking, boiled, glazed, fried, stewed, braised
11. Salads and sandwiches – coleslaw, Russian salad, potato salad, carrot, salad nicoise , fruit salad, waldrof salad, sandwiches varieties
12. Sweets – honey comb mould, trifle, chocolate mousse, lemon soufflé, bread and butter pudding, caramel custard, albert pudding, Christmas pudding
13. Indian Dishes
 - a Snacks – dhokla, uppama, idly, wadas, samosa, paltice, cutlets
 - b. Breads – chappaties, poories, parathas, bhaturas, missie roti, roomali roti, baki roti
 - c. Rice – jeera pulao, veg. pulao, lime rice, alu ki thahari, yakhini pulao, prawn pulao, peas pulao, chicken biryani, muootn biryani, prawns biryani, veg. biryani, hyderabadi biryani, kashmiri pulao
 - d. Gravies (veg/ non veg) – khorma (chicken, mutton veg.) shajahani, jal fraize, rogini chicken, rogan josh, chicken / mutton do pyaz, chicken chettinad, paneer malai kofta, palak paneer, butter chicken, aloo gobi, fish moilee, goan fish curry, macher jhol, dal makhani, dal thadka, mixed veg curry, pepper chicken, kadai chicken, mutton vindaloo,
 - e. Dry (veg./ non veg.) - salads, raitas, foogath, bhaaji, bhujjia, kuchumber, fried bhindi, avail, brinjal bhurta, masala fried fish, karimeen pollichudhu
 - f. Sweets – Gajjar hulwa, sheera, gulab jamun, boondhi ladoo, semiya payasam, pal payasam, badam/carrot kheer, jangri, shahi tukra, mysore pak, kesari, rasagullas, pumpkin hulwa.
 - g Tandoor – Naan, kulcha, roti, chicken tikka , fish tikka, sheek kebab, tandoori chicken, hariyali chicken/ fish tikka, tangdi kebab.

FOOD & BEVERAGE SERVICE – IPRACTICAL

1. Identification of cutlery, crockery, glassware and miscellaneous equipments.
2. Serviette folds.
3. Laying and relaying of table cloths.
4. Cleaning and polishing / wiping of cutlery, crockery and glassware.
5. Carrying a light tray.
6. Carrying a heavy tray.
7. Carrying glasses.
8. Handling cutlery and crockery.
9. Manipulating service spoon and fork.
10. Service of water.
11. Arrangement of sideboard.
12. Table d'hote cover laying.
13. A la carte cover laying.
14. Practice of simple menu compilation.
15. Receiving the guests, presenting the menu, taking orders.
16. Service of Hors d'oeuvre.
17. Service of soup, fish, pastas.
18. Service of main course.
19. Service of salads.
20. Service of sweet.
21. Service of Cheese.
22. Service of non – alcoholic drinks, tea and coffee.
23. Continental breakfast cover and tray set up.
24. English breakfast cover and tray set up.
25. Changing ashtray during service.
26. Presenting the bill.



THIRD SEMESTER:

ADVANCED FOOD & BEVERAGE PRODUCTION – I (THEORY)

- I. LARDER
 - a. IMPORTANCE OF LARDER CONTROL
 - b. SECTIONS OF LARDER
 - c. DUTIES AND RESPONSIBILITIES OF LARDER CHEF
- II. KITCHEN MANAGEMENT
 - a. PRINCIPLES OF KITCHEN LAYOUT AND DESIGN
 - b. KITCHEN EQUIPMENTS
 - c. GARBAGE DISPOSAL
- III. VOLUME FEEDING
 - 31. INSTITUTIONAL & INDUSTRIAL CATERING
 - a. Types of institutional & industrial catering
 - b. Menu planning for institutional & industrial catering
 - 32. HOSPITAL CATERING
 - 33. OFF PREMISES CATERING
 - a. Hiring of equipment
 - b. Menu planning
 - c. Theme parties
 - 34. QUANTITY PURCHASE & STORAGE
 - a. Introduction to purchasing
 - b. Purchasing system
 - c. Purchase specifications
 - d. Purchasing techniques
 - e. Storage

ADVANCED FOOD & BEVERAGE SERVICE – I (THEORY)

1) NON-ALCOHOLIC BEVERAGES

Classification (Nourishing, Stimulating and Refreshing beverages) A. Tea

- Origin & Manufacture
- Types & Brands

B. Coffee

- Origin & Manufacture
- Types & Brands

C. Juices and Soft Drinks

D. Cocoa & Malted Beverages

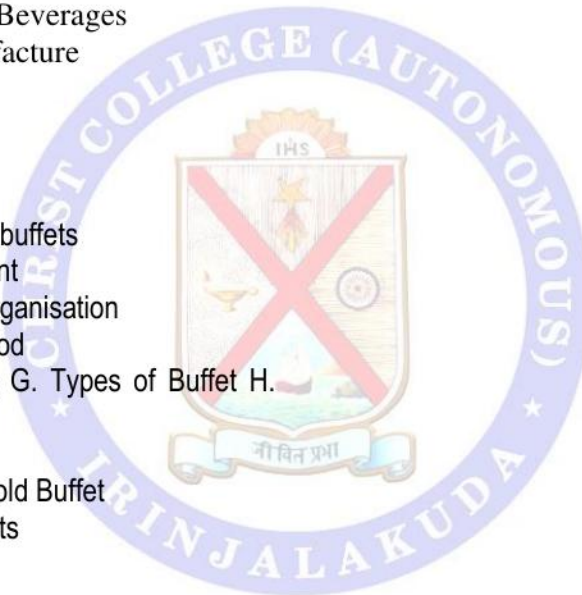
- Origin & Manufacture

2) BUFFETS

- A. Introduction
- B. Factors to plan buffets
- C. Area requirement
- D. Planning and organisation
- E. Sequence of food
- F. Menu planning G. Types of Buffet H. Display
- I. Sit down
- J. Fork, Finger, Cold Buffet
- K. Breakfast Buffets
- L. Equipment
- M. Supplies
- N. Check list

3) GUERIDON SERVICE

- A. History of gueridon
- B. Definition
- C. General consideration of operations
- D. Advantages & Dis-advantages
- E. Types of trolleys
- F. Factor to create impulse, Buying – Trolley, open kitchen
- G. Gueridon equipment
- H. Gueridon ingredients



4) KITCHEN STEWARDING

- A. Importance
- B. Opportunities in kitchen stewarding
- C. Record maintaining
- D. Machine used for cleaning and polishing
- E. Inventory

5) ALCOHOLIC BEVERAGE

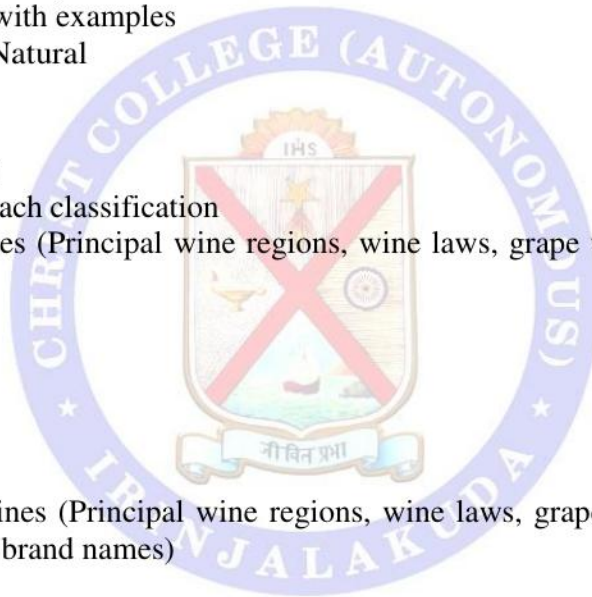
- A. Introduction and definition
- B. Production of Alcohol
 - 1 Fermentation process
 - 1 Distillation process
- C. Classification with examples

6) WINES

- A. Definition & History
- B. Classification with examples
 - 1 Table/Still/Natural
 - 1 Sparkling
 - 1 Fortified
 - 1 Aromatized
- C. Production of each classification
- D. Old World wines (Principal wine regions, wine laws, grape varieties, production and brand names)
 - 1 France
 - 1 Germany
 - 1 Italy
 - 1 Spain
 - 1 Portugal
- E. New World Wines (Principal wine regions, wine laws, grape varieties, production and brand names)
 - 1 USA
 - 1 Australia
 - 1 India
 - 1 Chile
 - 1 South Africa
 - 1 Algeria
 - 1 New Zealand
- F. Food & Wine Harmony
- G. Storage of wines
- H. Wine terminology (English & French)

7) BEER

- A. Introduction & Definition
- B. Types of Beer
- C. Production of Beer



D. Storage

8) SPIRITS

A. Introduction & Definition

B. Production of Spirit

1 Pot-still method

1 Patent still method

C. Production of

1 Whisky

1 Rum

1 Gin

1 Brandy

1 Vodka

1 Tequilla

D. Different Proof Spirits

1 American Proof

1 British Proof (Sikes scale)

1 Gay Lussac (OIML Scale)

9) APERITIFS

A. Introduction and Definition

B. Types of Aperitifs

1 Vermouth (Definition, Types & Brand names)

1 Bitters (Definition, Types & Brand names)

10) LIQUEURS

A. Definition & History

B. Production of Liqueurs

C. Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel)

D. Popular Liqueurs (Name, colour, predominant flavour & country of origin)

11) PLANNING & OPERATING VARIOUS F&B OUTLET

A. Physical layout of functional and ancillary areas

B. Objective of a good layout

C. Steps in planning

D. Factors to be considered while planning

E. Calculating space requirement

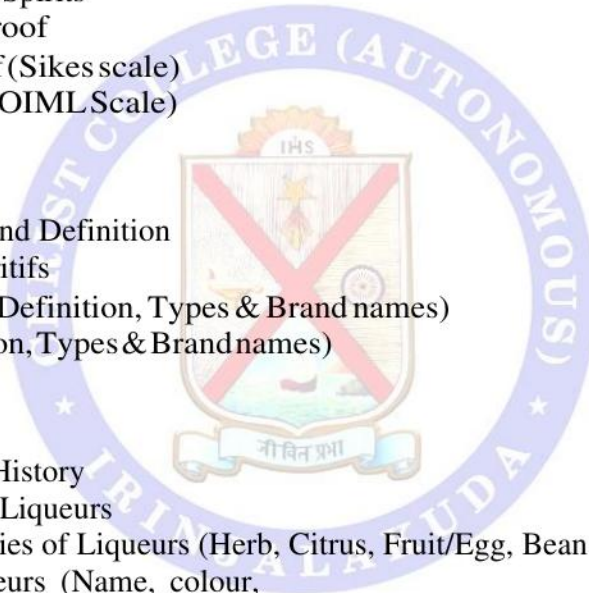
F. Various set ups for seating

G. Planning staff requirement H. Menu planning

I. Constraints of menu planning

J. Selecting and planning of heavy duty and light equipment

K. Requirement of quantities of equipment required like crockery, Glassware, Cutlery - steel or silver etc.



- L. Suppliers & manufacturers
- M. Approximate cost
- N. Planning Décor, furnishing fixture etc

12) BANQUETS OPERATIONS

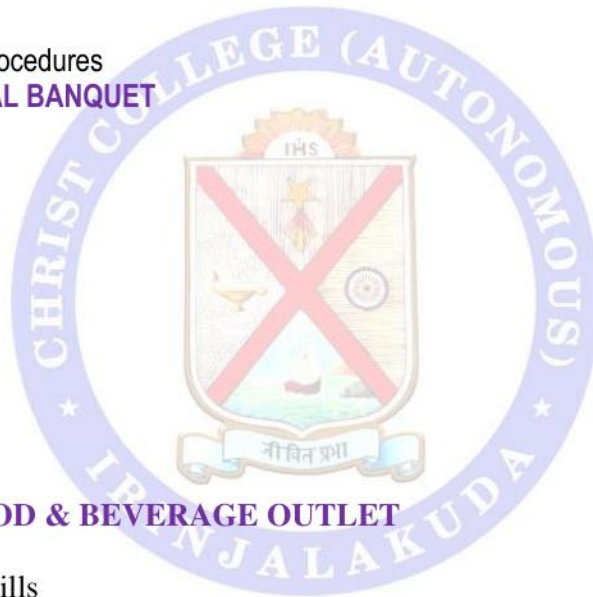
- A. History
- B. Types
- C. Organisation of Banquet department
- D. Duties & responsibilities
- E. Sales
- F. Booking procedure
- G. Banquet menus

13) BANQUET PROTOCOL

- Space Area requirement
- Table plans/arrangement
- Misc-en-place
- Service
- Toast & Toast procedures

14) INFORMAL BANQUET

- Reception
- Cocktail parties
- Convention
- Seminar
- Exhibition
- Fashion shows
- Trade Fair
- Wedding
- Outdoor catering



15) MANAGING FOOD & BEVERAGE OUTLET

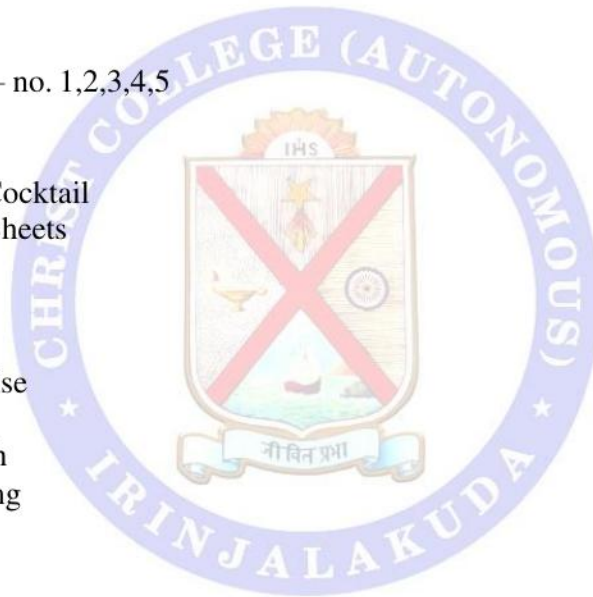
- A. Supervisory skills
- B. Developing efficiency
- C. Standard Operating Procedure

16) BAR OPERATIONS

- A. Types of Bar
 - 1 Cocktail
 - 1 Dispense
- B. Area of Bar
- C. Front Bar
- D. Back Bar
- E. Under Bar (Speed Rack, Garnish Container, Ice well etc.)
- F. Bar Stock
- G. Bar Control
- H. Bar Staffing
- I. Opening and closing duties

17) COCKTAILS & MIXED DRINKS

- A. Definition and History
- B. Classification
- C. Recipe, Preparation and Service of Popular Cocktails
 - Martini – Dry & Sweet
 - Manhattan – Dry & Sweet
 - Dubonnet
 - Roy-Roy
 - Bronx
 - White Lady
 - Pink Lady
 - Side Car
 - Bacardi
 - Alexandra
 - John Collins
 - Tom Collins
 - Gin FIZZ
 - Pimm’s Cup – no. 1,2,3,4,5
 - Flips
 - Noggs
 - Champagne Cocktail
 - Between the Sheets
 - Daiquiri
 - Bloody Mary
 - Screw Driver
 - Tequilla Sunrise
 - Gin-Sling
 - Planters Punch
 - Singapore Sling
 - Pinacolada
 - Rusty Nail
 - B&B
 - Black Russian
 - Margarita
 - Gimlet – Dry & Sweet
 - Cuba Libre
 - Whisky Sour
 - Blue Lagoon
 - Harvey Wall Banger
 - Bombay Cocktail



Reference Books:

Food & Beverage Service by: Authors - :

- | | |
|---------------------|--------------------|
| 1) Dennis Lillicarp | 2) John Cousins, |
| 3) Sudhir Andrew | 4) Jagmohan Negi, |
| 5) Foster Dennis | 6) Vijay Dhawan |
| 7) Magris, Marzia | 8) John Bunyan |
| 9) Tyagi Vijay, | 10) Davis Bernard, |
| 11) Bobby George | 12) S. K Bhatnagar |

FRONT OFFICE (THEORY)

I. The Hospitality Industry

1. Introduction
2. Definition of Hotels
3. History of Hotels & accommodation industry
4. Development & growth in India

II Classification of Hotels

1. Based on Size
2. Based on location
3. Based on facility & level of service
4. Based on length of guest stay
5. Based on tariff & plan
6. Based on ownership
7. Based on affiliation
8. Based on market segment
9. Supplementary & alternate lodging facility

III Hotel Organisation

1. Importance of organisation
2. Purpose of organisation
3. Modals of Organisation
4. Organisation Chart
5. Areas, division, sub division & coordination with FO
6. Organisation of large hotels

IV FO Organization

1. FO & FO usages
2. Various sections of FO
3. Organizational Chart of FO – Small hotels
4. Organizational Chart of FO – Medium hotels
5. Organizational Chart of FO – large hotels
6. Lobby
7. Equipments & other things

V Lobby

1. Introduction



2. Size of the lobby
3. Bell desk
4. Travel Desk
5. Job description of bell boy
6. Job description of bell captain
7. Job description of Concierge
8. Job description of lobby manager
9. Handling of VIP
10. G.R.E

VI. F O Personal

1. Qualities of F O employee
2. Job description of F O Manager
3. Job description of Assistant F O Manager
4. Job description of Reservation assistant
5. Job description of Registration assistant
6. Job description of Information assistant

VII. F O Operations

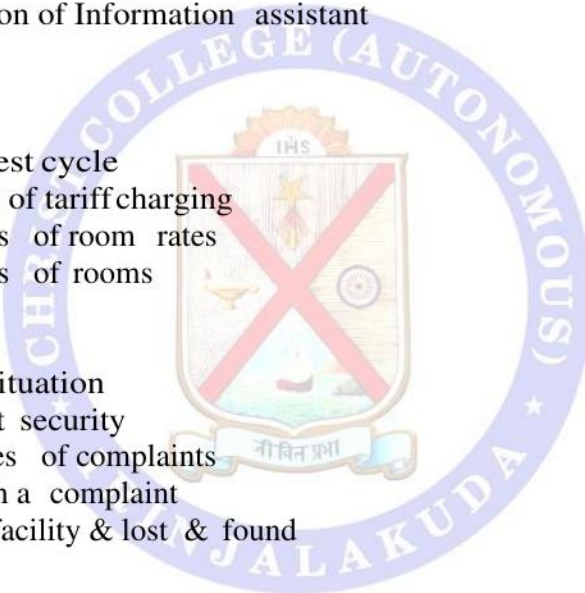
1. Guest cycle
2. Stages of guest cycle
3. Tariff & basis of tariff charging
4. Different types of room rates
5. Different types of rooms

VIII. F O responsibility

1. Emergency situation
2. Hotel & guest security
3. Different types of complaints
4. Handling with a complaint
5. Safe deposit facility & lost & found

IX. Reservation

1. Advance room reservation
2. Reservation section of F O
3. Reservation form
4. Functions of reservation section
5. Modes of reservation
6. Types of reservation
7. Channels of reservation
8. Handling reservation requests
9. Various systems of reservation
10. Group reservation
11. Forecasting reservation
12. Over booking
13. Preventing common reservation problems
14. Cancellation



X. Registration

1. Pre registration
2. Guest arrival
3. Registration Procedure
4. G. R. C
5. Systems of registration
6. Rooming & Key issuing
7. Groups & crew
8. C form
9. No – Show
10. Guest history

XI. Information's

1. Information section
2. Duties of Information assistant
3. Paging
4. Handling mail
5. Handling message
6. Types of information

XII. Check out & account settlement

1. Departure Procedure
2. Method of settlement
3. Late check out
4. Express check out
5. Self check out
6. Duties of F O cashier
7. Presentation & settlement of bill

XIII. Telephones

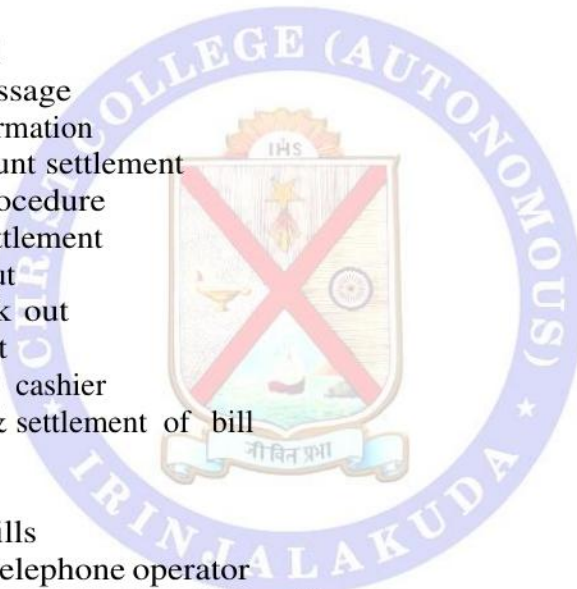
1. Equipments
2. Telephone skills
3. Qualities of Telephone operator
4. Telephone manners – do's & do not's

XIV. Yield Management

1. Strategies & Techniques
2. Occupancy ratios
3. Productivity Activity
4. Market share index
5. Weekly forecasting
6. Yield Management

XV. Night auditing

1. Purpose
2. Job description of Night Auditor
3. Operating Modes
4. Night auditing process



NUTRITION HYGIENE AND SANITATION

A. Classification of microbes into bacteria, yeast, and molds

I. Bacteria

Morphology; shape, size, cell structure motility, spores
Requirements; food, temperature, time moisture, oxygen and ph on
bacterial growth

Growth characteristics: growth phases

Toxins

II. Harmful effects of bacteria

Food borne illnesses

Food poisoning

Food infection

Food spoilage, putrefaction

III. Prevention of food borne

illnesses Hygiene system to

be followed Commodity

hygiene Equipment

hygiene

Work area hygiene

Personal hygiene

IV. Molds

Morphology

Physiology & requirements for growth reproduction

Chemical changes brought about by yeast cells

Economic importance of yeast alcoholic fermentation, bread making

Harmful effects and control

VI. Role of microorganisms in the manufacture of fermented foods

Dairy products

Vegetable products

Bakery products

Alcoholic beverages

Vinegar

Indian foods - Idli, Dhokla, Bhataras

B. Disinfections

I. Cleaning and disinfections

By heat

By chemicals (used in the hospitality industry, especially in the kitchen)

II. Cleaning of food preparation area and equipment

III. Dishwashing

Manual

Mechanical

Detergents used for this

C. Food preservation

Factors conducive to food spoilage

Principles of preservation

Preservation by;

Cold temperature (refrigeration, freezing)

Heat (pasteurization, sterilizing, canning)

Drying and dehydration

Chemical preservatives

Irradiation

D. Food adulteration

Food standards Common

adulterants

Test to detect adulterants

E. Carbohydrates in foods

Uses of carbohydrates in food preparation

Change in starch on cooking

Gelatinization of starch

Factors affecting stiffness of starch gels in food preparation

Pectic substances - their role in preparation of jelly and jams

F. Fats

Types of fats and oils and their uses

Chemical composition of fats and oils

Rancidity: factors affecting rancidity, prevention of rancidity Reversion;

factors affecting reversion

Refining: steam refining, alkali refining, bleaching, and steam deodorization

Hydrogenation

Shortening value of different fats

H. Emulsions

Theory of emulsification

Types of emulsions

Emulsifying agents

Their use in food emulsion with special reference to mayonnaise

I. Proteins

Effect of heat on proteins: denaturation, coagulation, and effect of heat on milk,

cheese, egg, and meat.

Egg gels: stirred custard, baked custard, pie fillings and cream puddings

Gelatin gels: properties of gelatin, hydration, sol formation, gel formation, enzymatic hydrolysis, food application as in cold puddings, moulded salads.

Milk proteins - coagulation of milk proteins

Egg foams:

1 □ Characteristics of egg foam, different stages of egg foam formation; foam stability & factors affecting the stability of egg foams

1 □ Uses of egg foams: meringues, soufflés, omelettes, and foam cakes.

J. Meat proteins:

Effect of cooking and post mortem changes

K. Vegetables and fruits

1 □ Importance of vegetables and fruits in the diet

1 □ Pigments: effects of heat and processing on them and methods to retain the pigments

1 □ Flavor: their role in cookery and how to use it to optimum advantages

1 □ Turgor: effect of dressings, salts and sugar on the structure of vegetables, with special emphasis on salad greens

1 □ Browning reaction, causes, desirable and undesirable effects in food preparation, prevention of undesirable browning.

L. Food additives

1 □ Intentional additives

1 □ Need for additives

1 □ Types of additives

1 □ Role of these additives (natural and synthetic) in modification of appearance in food preparation

M. NUTRITION

I. Introduction

1 □ Definition of term "nutrition", nutrients

1 □ Importance of food - physiological, psychological and social function of food

1 □ Functions of nutrients in general

II. Carbohydrates

1 □ Definition, composition, classification, mono, Di and poly saccharides

1 □ Functions of carbohydrates in the body

1 □ Dietary sources

1 □ Daily requirements

1 □ Effects of deficiency and excess

III. Lipids

1 □ Definition

1 □ Functions

1 □ Classification: saturated and unsaturated fats, plant and animal fats

1 □ Importance of poly unsaturated fatty acid; rancidity, hydrogenation

1 □ Dietary sources and requirements

1 □ Dangers of increasing fat in the diet

1 □ Effects of deficiency

1 □ Cholesterol and foods containing this

1 □ Effects of increasing cholesterol contents in the diet and factors increasing its level in Blood.

IV. Energy

- !Need for energy for voluntary and involuntary activities, Growth and SDA
- !RDA for energy
- !Dietary sources of energy
- !Overweight/ obesity - their health hazards

V. Proteins

- !Definition
- !Composition
- !Classification based on nutritional quality (alone)
- ! Mutual supplementation to improve the quality of vegetable proteins with low budget
- !Functions
- !Food / dietary sources
 - !Requirements; effects of deficiency and excess.

VI Vitamins

- !Classification of vitamins
- !Functions, sources and deficiency of fat soluble vitamins – A, D, E, K
- ! Functions, sources &- deficiency of water soluble vitamins – Vitamin c, Thiamine, Riboflavin, Niacin, B 12, Folic acid

VII. Functions and classification of minerals in general

Functions, food sources, requirements of calcium, iron, iodine, fluorine and sodium

VIII. Water

- !Importance of water in health
- !Water balance
- !Dehydration, heat cramps and methods to prevent the same

IX. Nutritional losses upon cooking and the methods to prevent the same

- !Mechanical
- !Leaching
- !Enzymatic action
- !Oxidation
- !Heat
- !Acid and alkalis

X. Balanced diet

- !Definition
- !Importance of balanced diet
- !Quantity and quality depending on age, sex, occupation and climate

XI. Menu planning - factors affecting meal

Nutritional aspect-using five food groups.

SEMESTER – IV

ADVANCED FOOD & BEVERAGE PRODUCTION – I(PRACTICAL)

I. FRENCH MENUS

- MENU 1 Consommé Carmen
 Poulet Saute Chasseur
 Pommes Lorette
 Haricots Verts
 Salade de Betterave
 Brioce
 Baba au Rhum
- MENU 2 Bisque D'ecrevisse
 Escalope De Veau Viennoise
 Pommes Battaille
 Courge Provencale
 Epinardsau Gratin.
 Gateau De Peche
- MENU 3 Crème Dubarry
 Darne De Saumon Grille
 Sauce Poloise Pommes
 Fondant
 Petits Pois A La Flammande
 French Bread
 Tarte au fruit
- MENU 4 Veloute Dame Blanche Cote
 De Pore Charcuterie Pommes
 De Terre A La Crème Carottes
 Glace Au Gingembre Salade
 Verte
 Harlequin Bread
 ChocolateCream Puffs
- MENU 5 Cabbage Chowder
 Poulet A La Rex
 Pommes Marquise
 Ratatouille
 Salade DeCarottes et Celeri
 CloverLeaf Bread
 SavarinDesFruits
- MENU 6 Barquettes Assort is

Stroganoff De Boeuf
Pommes Persilles Salade
De Chou-Cru Garlic Rolls
Crepe Suzette

MENU 7 Duchesse Nantua
Poulet Maryland
Croquette Potatoes Salade
Nicoise Brown Dread
Pate Des Pommes

MENU 8 Kromeskies
Filet De Sole Walweska Pommes
Lyonnaise Funghi Marirati
Bread SticksSoufflé Milanaise

MENU 9 Vol-Au-Vent De Volaille et Jambon
Homard Thermidor
Salade Waldorf Vienna
Rolls
Mousse Au Chocolate

MENU 10 Crabe En Coquille
Quiche Lorraine Salade de
Viande Pommes Parisienne
Foccacia Crème Brulee

ADVANCE FOOD & BEVERAGE SERVICE – I (PRACTICAL)

F&B Staff Organization

Class room Exercise (Case Study method)

- 1 Developing Organization Structure of various Food & Beverage Outlets
- 1 Determination of Staff requirements in all categories
- 1 Making Duty Roster
- 1 Preparing Job Description & Specification

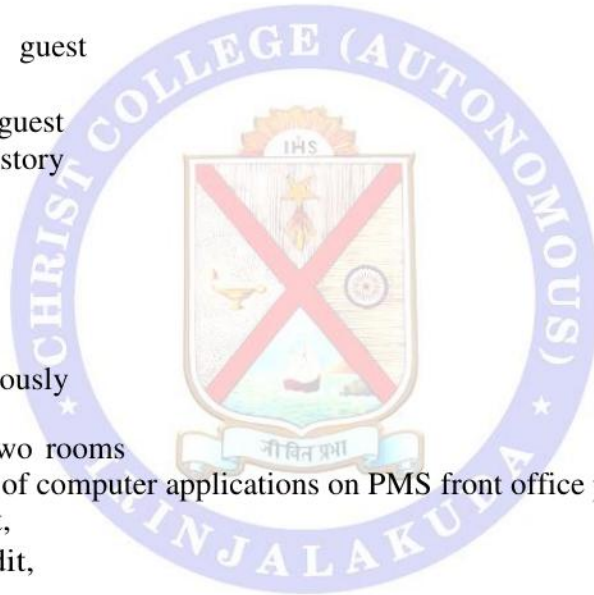
Supervisory Skills

- 1 Conducting Briefing & Debriefing
 - Restaurant, Bar, Banquets & Special events
- 1 Drafting Standard Operating Systems (SOPs) for various F & B Outlets
- 1 Supervising Food & Beverage operations
- 1 Preparing Restaurant Log

FRONT OFFICE – (PRACTICAL)

Suggested tasks on Fidelio

- Hot function keys
 - Create and update guest profiles
 - Make FIT reservation
 - Send confirmation letters
 - Printing registration cards
 - Make an Add-on reservation
 - Amend a reservation
 - Cancel a reservation-with deposit and without deposit
 - Log onto cashier code
 - Process a reservation deposit
 - Pre-register a guest
 - Put message and locator for a guest
 - Put trace for guest
 - Check in a reserved guest
 - Check in day use
 - Check –in a walk-in guest
 - Maintain guest history
 - Issue a new key
 - Verify a key
 - Cancel a key
 - Issue a duplicate key
 - Extend a key
 - Program keys continuously
 - Re-program keys
 - Program one key for two rooms
- Hands on practice of computer applications on PMS front office procedures such as:
- 1 Night audit,
 - 1 Income audit,
 - 1 Accounts
 - 1 Situation handling – handling guests & internal situations requiring management tactics/strategies



SEMESTER – V

ADVANCED FOOD & BEVERAGE SERVICE – III (PRACTICAL)

Bar Operations

- 1 Designing & Setting the bar
- 1 Preparation & Service of Cocktail & Mixed Drinks

Planning & Operating Food & Beverage Outlets

Class room Exercise

- Developing Hypothetical Business Model of Food & Beverage Outlets
- Case study of Food & Beverage outlets - Hotels & Restaurants

ADVANCED FOOD AND BEVERAGE PRODUCTION – II (PRACTICAL)

CHINESE MENUS

MENU I Prawn Ball Soup Fried
Wantons Sweet & Sour Pork
Hakka Noodles

MENU 2 Hot & Sour soup
Beans Sichwan
Stir Fried Chicken & Peppers
Chinese Fried Rice

MENU 3 Sweet Corn Soup
Shao Mai
Tung-Po Mutton
Yangchow Fried Rice

MENU 4 Wonton Soup
Spring Rolls
Stir Fried Beef & Celery
Chow Mein

MENU 5 Prawns in Garlic Sauce
Fish Szechwan
Hot & Sour Cabbage
Steamed Noodles



INTERNATIONAL MENUS

SPAIN
Gazpacho
Pollo En Pepitoria
Paella
Fritata De Patata
Pastel De Manzana

ITALY Minestrone
Ravioli Arabeata
Fettocine Carbonara
Polo Alla Cacciatore Medanzane Parmigiane
Grissini
Tiramisu

GERMANY
Linsensuppe
Sauerbaaten
Spatzale
German Potato Salad
Pumpernickle
Apfel Strudel

U.K.
Scotch Broth
Roast Beef
Yorkshire Pudding
Glazed Carrots &
Turnips
Roast Potato
Yorkshire Curd Tart
Crusty Bread

GREECE
Soupe Avogolemeno
Moussaka A La
Greque
Dolmas
Tzaziki
Baklava
Harlequin Bread



FOOD AND BEVERAGE MANAGEMENT

I. Cost Dynamics

- a. Cost & Cost Accounting
- b. Elements of Cost
- c. Classification of Cost

II. Sales Concepts

- a. Various Sales Concept
- b. Uses of Sales Concept

III. Inventory Control

- a. Importance
- b. Objective
- c. Method
- d. Levels and Technique
- e. Perpetual Inventory
- f. Monthly Inventory
- g. Pricing of Commodities
- h. Comparison of Physical and
- i. Perpetual Inventory

IV. Beverage Control Purchasing

- a. Receiving
- b. Storing
- c. Issuing
- d. Sales Control Production Control
- e. Standard Recipe
- f. Standard Portion Size
- g. Bar Frauds
- h. Books maintained
- i. Beverage Control

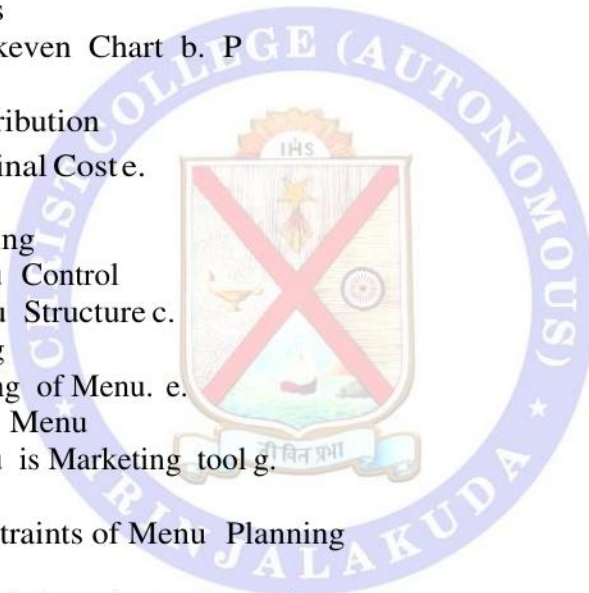
5. Sales Control

- a. Procedure of Cash Control
- b. Machine System
- c. ECR
- d. NCR
- e. Preset Machines
- f. POS
- g. Reports
- h. Thefts
- i. Cash Handling

6. Budgetary Control

- a. Define Budget
- b. Define Budgetary Control
- c. Objectives
- d. Frame Work e.
- Key Factors
- f. Types of Budget g.

- Master Budget
- h. Budgetary Control
- Variance Analysis
- e. Standard Cost
- f. Standard Costing
- c. Cost Variances
- d. Material Variances
- e. Overhead Variances
- f. Labor Variance
- g. Fixed Overhead Variance
- h. Sales Variance
- i. Profit Variance
- 7. Labor Cost Control
 - a. Staffing
 - b. Payroll
 - c. Over time
- 8. Breakeven Analysis
 - a. Breakeven Chart
 - b. P V Ratio
 - c. Contribution
 - d. Marginal Cost
 - e. Graphs
- 9. Menu Merchandising
 - a. Menu Control
 - b. Menu Structure
 - c. Planning
 - d. Pricing of Menu
 - e. Types of Menu
 - f. Menu is Marketing tool
 - g. Layout
 - h. Constraints of Menu Planning
- 10. MIS Reports
 - a. Calculation of actual cost
 - b. Daily Food Cost
 - c. Monthly Food Cost
 - d. Statistical Revenue Reports
 - e. Cumulative and non-cumulative



RESEARCH METHODOLOGY

MODULE I – FUNDAMENTALS OF RESEARCH

MODULE II – TYPES AND METHODS OF RESEARCH

MODULE III - STAGES IN RESEARCH

MODULE IV – DATA COLLECTION / METHODS AND TOOLS OR DATA COLLECTION

MODULE V - RESEARCH DESIGN

Title of the Problem
Objectives of the Study
Sampling Design
Significance of the Research
Hypothesis
Data Collection
Financial & Statistical Tools for Measurement Period of Study
Tools of Analysis
Limitation of Study

FACILITY PLANNING AND EVENT MANAGEMENT

Unit I. Introduction

- a. Trends and influences
- b. Assessments of site potential and planning team
- c. Stages in operation *

Unit II. Flow pattern

Allocation of area - vegetable preparation, Pastry, Bakery, Butchery, Store, Hot kitchen

Unit III. Equipments

- a. Selection and design
- b. Services
- c. Drainage and Sewerage
- d. Gas supply
- e. Steam
- f. Ventilation

Unit IV. Facilities

- a. Provision of locker
- b. Rest rooms / Bunker
- c. Wash-up area
- d. Bathroom
- e. Toilets

Unit V. Financial institutions – Incentives and loans available Licenses required
Designing for fire safety.

Unit VI– Computer aided Kitchen designing

HOTEL ACCOUNTING

1 INTRODUCTION TO ACCOUNTING

- A. Meaning and Definition
- B. Types and Classification
- C. Principles of accounting
- D. Systems of accounting
- E. Generally Accepted Accounting Principles (GAAP)

2 PRIMARY BOOKS (JOURNAL)

- A. Meaning and Definition
- B. Format of Journal
- C. Rules of Debit and Credit
- D. Opening entry, Simple and Compound entries
- E. Practicals

3 SECONDARY BOOK (LEDGER)

- A. Meaning and Uses
- B. Formats
- C. Posting
- D. Practicals

4 SUBSIDIARY BOOKS

- A. Need and Use
- B. Classification
 - Purchase Book
 - Sales Book
 - Purchase Returns
 - Sales Returns
 - Journal Proper
- Practicals

5 CASH BOOK

- A. Meaning
- B. Advantages
- C. Simple, Double and Three Column
- D. Petty Cash Book with Imprest System (simple and tabular forms)
- E. Practicals

6 TRIAL BALANCE

- A. Meaning
- B. Methods
- C. Advantages D.
- Limitations E.
- Practicals

7 FINAL ACCOUNTS

- A. Meaning
- B. Procedure for preparation of Final Accounts
- C. Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet
- D. Adjustments (Only four)
 - Closing Stock
 - Pre-paid Expenses Outstanding
 - Expenses Depreciation

8 FOOD AND BEVERAGE ACCOUNTS

- !Cost concepts
- !Nature of food & beverage business, recipe costing
- !Menu costing
- !Cost sheet

9 UNIFORM SYSTEM OF ACCOUNTS FOR HOTELS

- A. Introduction to Uniform system of accounts
- B. Contents of the Income Statement
- C. Practical Problems
- D. Contents of the Balance Sheet (under uniform system)
- E. Practical problems
- F. Departmental Income Statements and Expense statements (Schedules 1 to 16)
- G. Practical problems

10 INTERNAL AUDIT AND STATUTORY AUDIT

- A. An introduction to Internal and Statutory Audit
- B. Distinction between Internal Audit and Statutory Audit
- C. Implementation and Review of internal audit

11 DEPARTMENTAL ACCOUNTING

- A. An introduction to departmental accounting
- B. Allocation and apportionment of expenses
- C. Advantages of allocation
- D. Draw-backs of allocation
- E. Basis of allocation
- F. Practical problems

Note: use of calculators is permitted

SIXTH SEMESTER

PROJECT REPORT

The student will be required to undertake a research on any topic related to hospitality. **Formulating** The length of the report may be 150 double spaced pages (excused appendices and annexure)

10% variation on either side is permitted.

Guidelines

List of contents of the research

Chapter I - Introduction

Chapter II Scope, Objective, Methodology, and limitation of the research

Chapter III data analysis

Chapter IV results and discussion

Chapter V recommendation

Chapter VI annexure, exhibits, and bibliography

Submission of the Project Report

Three copies of the Project Report have to be submitted before the due date as specified by the college. The original copies should be submitted to the university through the college concerned. The College copy is to be retained by the college and the personal copy should be duly signed by the faculty guide and Principal or HOD - B Sc. HM & CS Department.

The Student should also carry the following during Viva Voce by the External Examiner:

!Duly signed personal copy of the project

!Examination Hall ticket

!College Identity card

!Dress code should be formal

HOTEL REPORT:

After the completion of training the students shall immediately be submitting an Industrial Exposure Training report within two weeks time. This Report shall also carry two hundred and fifty marks.

The marks shall be awarded by the concerned training coordinator of the college, based on the Viva Voce and the report submitted by the student. Each student has to have a certificate of successful completion of Training.

COMPREHENSIVE SELF STUDY

Student learning outcome during the course of 6 Semesters assessed in terms of both Practical & Theory of core subjects. The examination will consist of 120 objective type questions from all 06 Semesters core subjects. The question paper is given in the form of a Question Booklet cum answer sheet carrying questions from 1 to 120 on Comprehensive self study paper. Duration of Examination will be 3 hrs.

HOTEL SALES AND MARKETING

1. Introduction – hospitality industry – A profile – size – uniqueness – complementary role of hospitality industry with other industry – major participants in organized sector – key factors for success – contribution to Indian economy – growth potential.
2. Marketing – basic concepts – needs, wants, demand, exchange, transaction, value and satisfaction in hospitality industry – marketing process – marketing philosophies – related application of concept in hotel service industry.
3. Marketing information system – concepts and components – internal record system result area) – marketing intelligence system – scope in hospitality business – processes and characteristics – managerial use – MIS with special reference to rooms, restaurants – banquets and facilities.
4. Marketing environment – a basis for needs and trend analysis and marketing effectiveness – SWOT analysis for hospitality industry of Micro and Macro environment
5. Product – defining the hospitality products – difference between good and services product – levels of product – generic, expected, augmented, potential tangible and intangible products – product mix in hospitality business.
6. Branding – basic concepts – brand equity – branding of hotels.
7. Pricing of hospitality – concepts and methodology
8. Integrated marketing communication – SMMR model – steps in developing effective communication plan – communication mix – direct marketing – tele marketing – advertising – sales promotion and publicity.

9. Principles and practice of hospitality selling – Selling process – AIDA model – ORAM – guest as sales force.

10. Marketing arithmetic – ratio – planning AID sales.

COMPREHENSIVE SELF STUDY (Viva Voce)

Student learning outcome during the course of 6 Semesters assessed in terms of both Practical & Theory of core subjects. The examination will consist Viva conducted by an external examiner appointed by the University. The questions from all 06 Semesters core subjects will be asked.

Annexure – Reference Books

- Modern Cookery – Volume 1 – Thankam Philip,
Orient Logman Theory of catering – Kinton and
Cesrani
Food Preparation Theory – Eva Medwid
Practical Professional cookery – Crokneil, McMillon
Prashad – Cooking with Indian Masters – Kalra, Elite Publishers
International confectioner – Virtur and Co. The
Professional French Pastry
Larouse Gastronomy, Hamlyn Publishing
Taste of India, Madhur Jaffrey, Rupa
Publication Principles of Baking –
Naynne – Wiley Practical butchery –
Isaac Pitman
Food & beverage Service – Lillicrap, Arnold
publications Modern Restaurant Service – John
Fuller, London
The new Professional
Chef, CIA Creative art
of garnishing
“successful Event Management” 2nd edition, Anton shone, Pryn
proxy Event planning – Allen J, Etobicoke
Systematic layout planning - Richard Muther Cahners books, division of sahnern
publishing company, Inc. 89 Franklin Street, Boston.U.S.A

Food Service Planning: Layout & Equipment: Lendal H Kotschevar,
Margaut E Terrell

Management Operations & Research: N Satyanarayana Lalitha Raman
– Himalaya Publishing House

Principles of Marketing – Philip Kotler & Abraham Koshi.

Principles of Marketing – Namatha Kumari.

Fundamentals of Marketing – Tapan Pandey, Buckley R and Caple, Jim,

The Theory and Practice of Training, Kogen & Page, 1995. Lynton R

Pareek, U, Training for Development, Vistaar, New Delhi

1990. Peppar, Allan D, Managing the Training and Development
Function, Gower, Aldershot,

1984.

Training Interventions: Managing Employee Development, IPM, London,
1992.

House keeping operations, design and management - Malani Singh and Jaya B
George

Hotel housekeeping training manual Sudhir

Andrews Hotel house keeping management and
operations

Accommodation operations management S.K. Kaushal, S.N. Gautham Hotel

house keeping operations & management G. Raghubalan, Smartee Raghubalan

Professional management of housekeeping operations, Thomas J.A. Jones