

BHMCT – 701 FOOD PRODUCTION & PATISSERIE-VI

OBJECTIVE

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

COURSE CONTENT

UNIT 1

KITCHEN MANAGEMENT

Objectives, Food preparation areas , kitchen planning and layout, kitchen organization, basic knowledge for 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.

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

DIFFERENT INTERNATIONAL CUISINES

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

UNIT 4

BAKERY

1. Fruit Desserts and Meringue
2. Basic custards, cream and puddings
3. Different deserts sauces
4. Souffles and Mousses
5. Frozen Desserts – ice cream, bombes, sorbets and still frozen desserts

PRACTICAL (BHMCT – 751)

1. Quality Control Process
2. Kitchen Management
3. International Cuisines
4. Desserts

BHMCT - 702 FOOD & BEVERAGE SERVICE-VI

OBJECTIVE

To give the students and in-depth knowledge of International Banquets, Function Catering, Restaurant planning and designing, Fast food operations and management, Industrial, hospital and institutional catering services, crew liners and airlines.

COURSE CONTENT

UNIT 1

INTERNATIONLA BANQUETS / FUNCTION CATERING

- a. Booking Procedure
- b. Function planning, organizing & control
- c. Checklist, documentation & standard operating procedures (SOPs)

UNIT 2

RESTAURANT PLANNING AND DESIGNING

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

FAST FOOD OPERATION & MANAGEMENT

- a. Study of Management & Indian Corporate

- b. Calculation of sales, forecasting cost & budgetary control, break-even analysis.
- c. Pick up & delivery operation & system.
- d. Designing & SOPs

UNIT 3

INDUSTRIAL / INSTITUTIONAL, HOSPITAL CATERING SERVICES

- a. Planning, organizing & control
- b. Determination of capacity in context with speed time & space.
- c. Menu planning & role of dietician.
- d. Cost calculation & determination of subsidy.
- e. Manpower planning.
- f. Food Handling-Bonded Area Management.

UNIT 4

CREWLINERS & AIRLINES

Deck Management, Menu Planning

Ground Management, Tray/Trolley Set Up

Services on the Slip/Craft, Food Delivery System

PRACTICAL (BHMCT-752)

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

BHMCT - 703 FRONT OFFICE OPERATIONS-VI

OBJECTIVE

Students in previous semesters have gone through the basic operations of Front Office. Now the Macro aspects of Front Office like tie-ups, franchising, lease agreements etc., will be covered in this semester. Further aspects like International Travel Agency, Crises Management, Lobby Management and Formal Business Communication will also be dealt with, in detail.

COURSE CONTENT

UNIT 1

FRONT OFFICE – ARRANGEMENTS

- Independent Hotel
- International Business
- Lease Agreement
- Franchise
- Contract
- Chain Incorporation
- Tie up with professional Management Groups

UNIT 2

CRISES MANAGEMENT

- Safety & Security Management
- Fire Safety

- Accident
- Security
- Cases/Situation Handling
- Dealing with lost & found
- Death Cases

UNIT 3

INTERNATIONAL TRAVEL AGENCIES & TOUR OPERATION

- IATO, PATA
- WTO, SITA
- SAARC
- TAAI
- GALLIEO
- SABRE

ON-LINE MANAGEMENT

- Lexington Services
- International Reservation System
- Car Rentals

UNIT 4

FRONT OFFICE LOBBY MANAGEMENT

- Layout & Floor Plan
- Organization Structure
- Jobs & Handling with express check in/out.
- Documentation & Record Keeping
- Business Communication
- Formal written communication, official letter, Report writing, memorandum, circulars, agenda & minutes, resume, drafting for advertising.

PRACTICALS (BHMCT-753)

Revision of previous years practical.

BHMCT - 704 HOTEL HOUSE KEEPING-VI

OBJECTIVE

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

- a) The future of accommodation industry: Growing interdependence between travel and hotel industry and franchising.
- b) Planning accommodation facilities in general and for specific needs.
- c) Developing Management skills in relation to budget, budgetary control, traffic change and occupancy forecasting.
- d) Motivational skills-as a leader, charge agent and supervisory role and involvement in working with employees.

COURSE CONTENT

UNIT 1

FUTURE AND TRENDS IN ACCOMODATION INDUSTRY

- a. Time share
- b. Heritage Hotels
- c. Floatals, Apartments hotels, Boutique hotels and others

UNIT 2

FRANCHISING; MERGER AND INCORPORATION

Definition and meaning, usual terms and conditions of franchising, merger and incorporation. Advantages and disadvantages of franchising merger and incorporations to either parties with special reference to accommodation industry. Difference between franchising, merger, conditions for international business.

CLUB OPERATIONS AND MANAGEMENT

- a. Health club and society club management
- b. Amusement and entertainment management

- c. Adventure sports

UNIT 3

HUMAN RESOURCES PLANNING FOR ACCOMMODATION OPERATIONS

PLANNING HOTEL FACILITIES

- a. Modern trends and norms in general facility planning
- b. Planning facilities as per specific guest requirements.

ROLE OF EXECUTIVE HOUSEKEEPER

Leading and motivating, delegating and controlling, communicating and industrial relation.

UNIT 4

BUDGET AND BUDGETARY CONTROL

BASIS OF CHARGES & TARIFF FORMULATION FOR THE ROOMS

OCCUPANCY FORECASTING

YIELD MANAGEMENT

PRACTICALS (BHMCT-754)

1. Designing rooms for different categories of guests
 - a. Handicapped
 - b. Children
 - c. 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 recompilation of previous semesters

BHMCT - 705

HOSPITALITY MARKETIGN MANAGEMENT

OBJECTIVE

- a) Introduction to the fundamental concepts of modern marketing management, especially in context of service industry.
- b) To develop insight into methods used for marketing strategy formulation, planning and administration in the hotel industry.
- c) To provide insight to the marketing strategy and planning for the hotel industry.
- d) Appreciate significance, methods of analysis of consumer needs.
- e) Provide methods of planning and control of various marketing techniques.
- f) To explain the concepts pertaining to product knowledge consumer behaviours, face to face selling, customer care.
- g) To orient about importance, basic methods, planning and control of in house selling the role of merchandising.

COURSE CONTENT

UNIT 1

THE CONCEPT OF MARKETING

Introduction, Marketing vs. Selling – 7 ps of Marketing

The Customer: Wants, Needs, Perception, Buying capacity Understanding Services ad product: Characteristics of services, challenges involved in service marketing. The buying decision process.

THE HOSPITALITY MARKETING FUNCTION

Characteristics of Hospitality Business

The concept of Marketing Mix

Products Life Cycle

The hospitality products/services mix.

UNIT 2

THE MARKETING PLAN

The policy, strategy and organization for marketing meaning, purpose and methods for market survey concept of market segmentation and selection of target market, Niche marketing.

Meaning of Internal Marketing

Budget for and control of marketing.

Planning, organizing & marketing for MICE (Meeting, Incentive Tours, Conferences and Events)

UNIT 3

STRATEGIC DECISIONS FOR MARKETING

Deciding about the product/service range

Selection of location; its impact on marketing

Pricing strategies

Various forms of Hospitality Marketing channels and other business collaborations.

UNIT 4

MARKETING COMMUNICATION AND PROMOTION

Advertisement: types, contents, media, frequency and budget Measuring Advertisement effectiveness.

Publicity, Public Relation, Direct/Personal Selling.

E-commerce marketing.

SALES MAXIMIZATION WITHIN PREMISES

Sales promotion, merchandizing, suggestive selling understanding customer behaviors

And profile & how it differs from consumer behavior and profile.

UNIT 5

MARKETING FOR TOURISM & ITS PRODUCTS

BHMCT - 706 MARKETING RESEARCH

OBJECTIVE

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

COURSE CONTENT

UNIT 1

MARKETING RESEARCH-MEANING AND IMPORTANCE

- (a) Introduction (b) Meaning and Importance (c) Stages in Marketing Research Process
- (d) Scope of Marketing Research Process

RESEARCH DESIGN

- (a) Introduction (b) Meaning and Importance
- (c) The basis of classification of various types of research design.

UNIT 2

DATA COLLECTION

- (a) Types of Data (b) Secondary data, Sources (c) Primary data, Sources
- (d) Sampling, Importance, Basic concepts (e) Questionnaire, Format and Administration, Steps involve in developing a questionnaire (f) Interviews

UNIT 3

DATA PROCESSING

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

UNIT 4

ANALYZING THE MARKETING ENVIRONMENT

- a. Recognizing present & future marketing opportunities
- b. Competitor and Consumer Analysis
- c. Strategic mix of products & markets

UNIT 5

INTRODUCTION TO EFFECTIVE SELLING APPROACHES

- a. Selling styles and approaches
- b. Negotiation skills
- c. Marketing Intelligence
- d. Marketing Research Methodology