BHARATHIAR UNIVERSITY, COIMBATORE.

DIPLOMA IN HOSPITALITY MANAGEMENT

(The Curriculum is offered by the University under School of Distance Education from the academic year 2008-09 onwards)

SCHEME OF EXAMINATION

SUBJECT	EXAMINATIONS	
	DURATION (In Hours)	MAX. MARKS
F&B Service Operations	3	100
Food Production Operations	3	100
F&B Service Practical	3	50
Front Office Operations	3	100
House Keeping Operations	3	100
Communication & IT	3	50
Hospitality Accounting & Marketing	3	50
Total		**550**

Eligibility for admission: Candidates for Admission to the program shall be required to have passed the Higher Secondary Examinations 10+2 from State or Central Board or equivalence.

Duration: The Program shall extend over a period of One Year.

Medium of Instruction And Examinations:
The medium of instruction and Examination shall be English. Examination shall be conducted at the end of the academic year.

Progression : Upon successful completion of the Program:

- Progresses to next level (lateral entry to Year II) of B.Sc. Degree in Catering Science & Hospitality Management

FOOD & BEVERAGE SERVICE OPERATIONS

Unit – 1: The Unit introduces the students to the Food & Beverage Industry and provides basic knowledge of Food & Beverages –

Introduction to F&B Service Industry,

- What is F&B Industry, Definition of F&B
- F&B Service Classification - Military Segment, Commercial Segment, Non – Commercial Segment
- F&B Establishment In The Hotels - In Room Dining, All Day Dining, Bar, Banquets, Specialty, Restaurants, Cake Shop / Delicatessen, Night Club

Types Of Service - Table, Assisted, Self & Single Point

- Principles Of Service - French Service, English Service, Pre-Plated Service, Gueridon Service, Russian Service, Butler Service, Buffet, Grill Room Service,
- Factors Affecting Meal Experience

People In Food Service

- Hierarchy & Responsibilities - Personal Skills & Attributes Required For An F&B Professional

Food & Beverage Service Equipment - Chinaware, Tableware, Flatware & Cutlery, Hollowware, Glassware, Heavy Equipment, Restaurant Trolley, Linen

Glossary - F&B Related Glossary

French Classical Menu – Courses, accompaniments & Cover LAyout

Unit – II: The Unit introduces the students to the International Food Industry and gives them a basic understanding about menu planning and popular Food items.

International Menu with Accompaniments,

- Chinese Cuisine, Italian Cuisine, Indian Cuisine, French Cuisine - Famous Indian restaurants in India

Menu Planning Principle

- Types Of Menus - A' la Carte, Table d'Hote
- Factors Influencing A Menu - Colour, Texture, Availability of raw Materials, Variety, Nutritional Balance, Cultural and Regional Influences

Breakfast & Breakfast Service

- Types of Breakfast Menus - Continental Breakfast, English Breakfast, Indian B/F

Unit – III: The Unit introduces the students to the Bar & Beverage Industry and provides basic knowledge of Beverages and operations of bars

Introduction to Bars & Beverage Industry,

- Beverage Classification
  - Non-alcoholic Beverages - Cold & Hot, Carbonated Beverages, Mineral Water, Squashes, Syrups, Tea, Coffee
  - Alcoholic Beverages - Beer, Distillation process, Wine, Spirits, Dark Spirits, White Sprits, Brands, Aperitifs and Liqueurs
  - Vine & Wines - Red Wine, White Wine, Sparkling Wine

Introduction to Mixology,

- Bar Stock & Inventory Control,
- Bar Opening & Closing duty - For Supervisors & For the Manager

Unit – IV: The Unit introduces the students to the basic operations in Food & Beverage Industry and knowledge of sequencing of service

Restaurant Operations

- French service or guerdion service, American service or plate service, English service, Russian service
- Buffet service Formal & Casual Dining,

Sequence of Service -

- Service Cycle - Meet, Greet, Seat, Serve, Clearance, Billing Process
- Beverage Service

Unit – V: The Unit introduces the students to the various forms of Food & Beverage Industry and provides basic knowledge on operations of F&B Personnal.

Banquet & Catered Events

- On site Food Service Operations, Set-up & Style of Service

Lounge & Hi-tea Service Room Service

- Afternoon Tea, Menu, Hi Tea Menu

Opening & Closing Duties of Food Service Establishments

- Opening Duties & Closing Duties

Staffing & Evaluation of Work

- Performance analysis, Fixed and variable Labour

FOOD & BEVERAGE SERVICE PRACTICAL

- Need & importance of Grooming and Personal Hygiene
- Ancillary (Support area), Pantry, stewarding, plate, glass, pickup, dispense counter.
- Misc-en-place, misc-en-scene, and service equipment: usage and importance,
- Table Set-up – setting up of Covers for Fine Dining, TDH Menu & Coffee Shop
- Sideboard set-up – Ensuring Inventory of Crockery, Cutlery, Glassware & Linen
- Table Linen – Types, Laying & Relaying of Table Cloth,
- Napkin folds – Lunch & Dinner
- Service Styles
- Tray Service – Platter to Plate & Pre-plated
- Room Service Tray set-up
- Trolley Service
- Related service style – Types of Breakfast
- Service Sequence and Procedures
- Meet, Greet, Seat, Serve, Clearance
- Order taking & Billing - KOT systems & handling
- Beverage Service –
- Tea / Coffee
- Wine
- Beer
- Alcoholic Beverage

FOOD PRODUCTION OPERATIONS

Unit – 1: The Unit introduces the students to the Food Production and provides basic knowledge of the functioning of the Department

Introduction to Kitchen Operations

- Kitchen Description & Location
- Functions of a Kitchen
- Departmental Relationships

Attitude, Temperament and Communication in Kitchen

- Standard Phrases
- Communication Skills
- Do's & Don'ts in the Kitchen

Kitchen Personnel

- Grooming Standards
- Functions and Responsibilities of each level

Reporting System Requisites for Working Kitchen

- Organisation charts

Unit – II: The Unit informs the students about the work flow of the Food Production department and provides knowledge for basic tools and equipments used.

Work flow in Kitchen

- Main Kitchen, Coffee-shop Kitchen, Specialty Kitchen

Cuisine Basics

- Culinary History of India & the World
- Escoffier
- Modern Techniques & Styles
- Mis – en – Place
- Kitchen Procedures

Tools & Utensils

- Knives: Description, Types of Knives
- Utensils & Small Equipment

Kitchen Equipment

- Traditional Equipment & Modern Equipment

Unit – III: The Unit introduces the students to the Food Production and provides basic knowledge of the functioning of the Department.

Food Commodities

- Food From Animals, Vegetables & Fruits, Pulses, Cereals, Herbs, Spices & Condiments

Cooking Methods

- Effects of Cooking
- Hot Methods of Cooking
- Baking, Boiling, Frying, Roasting,
- Cool Methods of Cooking
- Brining, Drying, Grinding, Juliening, Marination, Mincing, Pickling, Salting, Seasoning, Sprouting, Sugaring

Food Nutrition

- Carbohydrates, Proteins, Fats, Vitamins, Minerals, Water

Unit – IV: The Unit introduces the students to the International cuisines and basic knowledge on the functioning of the pantry and cold kitchen and its products.

International Cuisines

- French Cuisine & Italian Cuisine

Pantry Operations

- Pantry Introduction, Pantry Products
- World of Sandwiches

Cold Kitchen & Deli

- Commissary Concept
- Food Products from Cold Kitchen

Unit – V: The Unit provides basic knowledge on principles of menu design and importance of safety and security at work place.

Menu Planning – Principles & Application

- French Classical Menu
- Classical Menu Planning-Types of meals
- Principles of Menu Planning
- Application of Menu Planning Principles

Safety At Work

- Safety Considerations

Hygiene & Grooming

- Personal Hygiene & Grooming Standards

Workplace Safety & Best Practices

- What is Workplace Safety
- Best Practices followed globally for Workplace Safety

First Aid

Hygiene & HACCP

- Food Safety
- HACCP Process
- HACCP Components

FRONT OFFICE OPERATIONS

Unit – I: The unit introduces the student to the world of hospitality industry and understanding on the growth & development of the hotel industry.

Introduction to the hospitality industry

- Introduction to the hospitality industry & hotel industry
- Growth and development of hotel industry
- Hotel services

Classification of hotels

- Hotel classification based on
  - Types, size, levels of service, ownership & affiliation, star ratings

Unit –II: By the end of this unit the student will be able to understand the reporting structure in a typical hotel and will have basic knowledge on the layout & equipments used the Front Office. The unit will also provide understanding on the functional areas of the department and Job descriptions & duties & responsibilities of the front office personnel.

Hotel Organization

- Various hotel services
- Importance of organisation
- Typical hotel organization chart
- Hotel functional departments - Departmental functions and responsibilities

The Front Office

- Functional areas - Various front office functions during the guest cycle
- Front office layout & equipment - Reception counter, Criteria for FO layout, Mail, message and key rack, Account posting machine, Wake up device, Room & reservation racks
- Front office organization chart - Small hotel, Large hotel - Front office job descriptions/duties & responsibilities, What is job description, job specification and its importance, Sample JD & JS for various positions

Unit – III: The unit will provide knowledge on types of rooms and room rates. It will also introduce the student to Guest Cycle.

Types of rooms

- Different types of rooms - Single room, Double-bed room, Interconnecting room, Quad room, Suite

Rate Categories

- Food plans
- Factors involved in fixation of room rates - Basis of charging room rates, On basis of meal plans:
- Special rates - Corporate rate, Agent rate, Package rate, Group rate
- Tariff card - Room tariff card

The Guest Cycle

- Pre-arrival, Arrival, Occupancy, Departure

Unit – IV: The unit provides knowledge on basic functioning of Front Office Department and various systems used for smooth functioning.

Front Office Systems

- Non-automated systems, Semi-automated systems & Fully-automated systems - Pre-arrival activities, Arrival activities, Occupancy activities, Departure activities

Property Management System

- Reservation management software - Criteria for choosing & Functions
- Room management software, Guest account management software & General management software - Functions & importance

Unit – V: By the end of the unit the student will be able to understand the concept of reservation and registration in a hotel.

Reservation Activities

- Sources of reservations - Various sources, GDS, In person, CRS, Travel agent, Company
- Types of reservations - Confirmed, Guaranteed, Non guaranteed
- Activities associated with the reservation process
- Reservation process - Form filling, Updating system
- Modes of payment - Company guarantee, Credit card, Travel agent
- Group reservations - Process, Precautions
- Over bookings - Handling over bookings
- Cancellations & amendments - Process and procedure to handle cancellations & amendments

Registration Process

- Pre-Registration - Importance & Purpose Of Pre-Registration
- Procedures On-Arrival - Greeting, Assessing The Guests Requirements, Importance Of Product Knowledge, Selling Techniques
- Registration
    - Registration Legal Requirements, The Purpose It Serves
    - Registration Of All Guests
    - Objectives Of Registration System.
    - Concepts Of A Registration System
    - Flow Of The Registration Process
    - Documents Generated In Registration Process
    - Analysis Of Registration
    - Various Types Of Registration Records
    - Registration System Problems
    - Reports Generated

HOUSE KEEPING OPERATIONS

Unit – 1: Introduction to housekeeping department

- Role of Housekeeping in Housekeeping in Hospitality Operations
    - Types of Hotels - Economy Hotels, Mid-Market Hotels, Luxury Hotels
- Hotel Management, Hotel Divisions and Departments
    - The Rooms Division, The Engineering and Maintenance Division, The Human Resources Division, The Accounting Division, The Security Division, The Food & Beverage Division, The Sales & Marketing Division, Rooms division
- Layout of Housekeeping Department
- Organisation chart of Housekeeping

Unit – II: After reading this unit the students will be able to Discuss the types, use, maintenance and storage of cleaning agent and equipment. Describe various procedure of cleaning

Cleaning Science

- Rules for storage of equipments
- Cleaning Equipments - Mechanical Equipment, Containers
- Brushes - Mops & Brooms, Cleaning Cloths
- Sundry Equipments & Protective Cloths
- Mechanical Equipments - Vacuum cleaner, Mechanical scrubber, Mechanical polisher, Scrubbing/ polishing machine, Combined scrubbing / polishing machine, Hot water extraction machine
- Containers - Bucket (pails), Polish applicator trays, Spray bottles, Dust pans, Dustbins, Sanibins
- House maid's or chamber maid's box:
- House maid's trolley: Brushes and Brooms, Mop
- Cleaning cloths - Duster, Rag, Swab, Floor cloth, Chamois leather, Scrim, Dust sheet, Druggets, Hearth And Bucket Cloth
- Cleaning equipments' standards
- Choice of equipment, Care Of Equipment
- Cleaning Agents - Water, Detergent, Selection of cleaning agents
- Cleaning of rooms

Unit – III: After reading this unit the students will be able to, Discuss the various room and describe the facilities and services offered by them, Figure out the organizational structure of housekeeping department

Rooms: Classification and Accessories

- Types of Room, Sizes of guest amenities, Beds, springs, mattresses, selection of bed and maintenance, Sizes of bed

Unit – IV: After reading this unit the students will be able to Handle lost and found items, Understand the importance of key control

Key Control and Lost and Found

- Key control - Types of Keys, Importance of Key Safety
- Lost and found Procedure

Unit – V: After reading this unit the students will be able to Understand various services offered by the housekeeping department

Services - Valet service, On premises valet services, Evening services, Second services

COMMUNICATION & IT

Unit – 1: Language and Communication: At the end of this unit the student will understand the importance of communication that has greatly increased as a result of the growing complexity in organisational and individual behaviour under the impact of rapid industrialisation and modern technology.

Concept and Nature of Communication
Dimensions of Communication
Organisational behaviour
Objectives of Communication
Methods of Communication
Medium of Communication
Barriers to Communication

Unit – II: Writing Techniques: At the end of this unit the student will learn different writing techniques, such as sentence writing, paragraph writing, letter writing, emails etc. How to make a logical argument, or how to persuade, mainly through writing. Also the students will understand that writing is the primary basis upon which your work, your learning, and your intellect will be judged—in college, in the workplace, and in the community.

Writing **vs.** Speaking
Purpose of Writing
Writing Technique
Sentence Writing
Paragraph Writing
Effective E-mail
Letter Writing
Note Taking

Unit – III: Listening Skills: At the end of this unit the students will understand the importance of being a good listener. The students will also appreciate the fact that the ability to listen is a skill that can be improved with use. This skill can and will improve all your relationships with friends, mates, partners, children, and co-workers, even your boss

Listening and Hearing
Types of Listening
Deterrents to Effective/Active listening
Elements of Effective listening
Methods for improving listening Skills

Unit – IV: Presentation And Interview Skills: This unit will help the students to improve their spoken skills which will further enhance their presentation skills.

Preparing Notes for the Presentation
How to Begin a Presentation
How to End a presentation
Effective Use of Body Language
Oral Presentation
Interview Skills

Unit – V: Information Technology: At the end of this unit the students will learn and appreciate that the phenomenal growth of computers in modern society has been dramatic and spectacular. In any office today, the computer has become an indispensable tool in facilitating communication and work. The unit will also help the students to work efficiently with Ms Word, Ms Excel and PowerPoint. It will help students to do their day to day work on the computer.

Preparing Notes for the Presentation
How to Begin a Presentation
How to End a presentation
Effective Use of Body Language
Oral Presentation
Interview Skills

HOSPITALITY ACCOUNTING & MARKETING

Unit – I: This unit will introduce the concept of Accounting & its relationship with Hospitality Industry by explaining the Accounting process which will enable the student to understand the objectives of accounting

Introduction of Accounting & Relation with Hospitality Industry

- Characteristics of Accounting Information
- Objectives of Accounting, Principles of Accounting

Basic Term & Accounting Equation

- Basic Accounting Term, Classification of liabilities & Assets
- Accounting Equation, Balance sheet

Unit – II: In this unit the student will be exposed to the Uniform System of Accounting. This is aimed at making student understand the concept of Uniform system of accounting and describe the different department expenses and income. The unit is covering the various types of costs.

Uniform system of Accounting

- Uniform System – Introduction
- Operated Departments — Rooms & Food and Beverage
- Undistributed Operating Expenses, Summary Statement of Income

Basics of Cost Concept

- Fixed costs, Variable Costs, Marginal Costs, Mixed Cost, Direct Costs, Indirect Costs

Unit – III: This unit aims at defining market and Marketing. It will emphasis the importance of Marketing and evolution in hospitality industry. The student will be able to explain marketing management and describe the different terms of marketing and understand the basic concept of sales and marketing

Introduction- Marketing for Hospitality

- Introduction- Marketing for Hospitality
- Concepts of Marketing
- The Aim of Marketing
- Marketing vs. Selling
- Core Marketing Concepts, Maslow Theory of "Hierarchy of needs"

Fundamentals of Marketing Management

- Marketing Management, Important Terms, Marketing Management Philosophies

Unit – IV: The unit is designed for the student to understand the concept of service marketing and different management strategies of service marketing. The unit also aims at differentiating between market segment, market target and market positioning. This will in tern help the student to understand how to target the market and know the different strategies for positioning the product in the market.

Introduction – Service Marketing

- What is Service Marketing, Service Culture, Characteristics of Service
- 7 C's of Service Marketing, Management Strategies for Service Business

Market Segment

- Market segmentation - basis of segmentation - Geographic, Demographic, Psychographic, Behavioral
- Market Targeting - Identifying Market, Expectation
- Types of Markets & Checklist
- Market Positioning - Positioning & Positioning Strategies

Unit – V: The end of the unit the student will be able to understand the different concept of marketing mix. This module will help the student to explain 7 P's of marketing mix. the unit is also aimed at explaining Communication Mix and tools of Communication Mix which in tern will help is in developing effective marketing communication and understand the factors that affect the design of promotion mix

Marketing Mix

- Product strategies
- Product Decisions
- Branding
- Pricing Strategies
    - Penetration pricing, Skimming pricing, Competition pricing, Product Line Pricing

Communication Mix

- Marketing Communications Mix
- Setting the Promotion Mix
- Product Life Cycle

Direct and Internet Marketing

- Direct marketing
- Internet Marketin