BHARATHIAR UNIVERSITY, COIMBATORE.

DIPLOMA IN FOOD PRODUCTION

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

SCHEME OF EXAMINATION

Subject	Examination Hours	Max. Marks
F&B Service Operations	3	50
Food & Beverage Management	3	50
Services Operations	3	50
Kitchen Fundamentals	3	50
Intermediate Kitchen Operations	3	50
Cold Kitchen & Pantry Operations	3	100
Indian Cuisine	3	100
International Cuisines	3	100
		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

F&B 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 & Non – Commercial Segment
- F&B Establishment In The Hotels
  - In Room Dining, All Day Dining, Bar, Banquets, Speciality, Restaurants, Cake Shop / Delicatessan, 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
- 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

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 Breakfast

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 Personnel.

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 MANAGEMENT

Unit – I

- This unit would comprise of presentation of food in banquets and other outlets following silver service
- Menu Planning & Balancing the menu with the components like nutrition, aesthetics, regional and profitable compositions

Unit – II

- Buffets & Brunches, Service styles of various foods,
- Concept of Food quality and the techniques used to maintain the quality of food in the kitchen

Unit – III

- Menu Engineering, the concept, profitability analysis and the demand pricing strategy
- Hazard Analysis at Critical Control Points

Unit – IV

- Use of computer applications like Material Management Systems and Point of Sale Systems used in the catering establishments
- PMS (Property management Systems) and the reports made and used for the cost control functions of the kitchen operations

Unit – V

- Food cost & control features like the F&B Service Cycle, Managing of Stores And Inventories,
- Purchasing functions, types of purchases, receiving etiquettes and considerations, managing inventories,
- Food Cost calculation and cost control measures in kitchen

SERVICES OPERATIONS

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
- Operated Departments — 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 Marketing

KITCHEN FUNDAMENTALS

Unit – I

- Introduction to Kitchen Operations
  - Introduction to Hotel & Kitchen, brief culinary history; role of various departments
- Hierarchy
  - Roles, responsibilities and characteristics of the people working in kitchen
- Communication
  - Dealing with Attitudes and temperament required in the Kitchen including the Hygiene aspects

Unit – II

- Safety at work
  - Deals with the importance of safety, causes of accidents and prevention. Analyses use of Occupational Safety Measures in the Industry
- Food Safety
  - It is a guide for safe food handling and an insight into time, temperatures and safety against micro-organisms

Unit – III

- Cuisine Basics
  - Opening & Closing Procedures, Mis-en-place and its importance, effects of cooking on food
- Nutrition
  - Types of nutrients and their importance in food

Unit – IV

- Ingredients
  - This will encompass the vast gamut of food stuffs used in the Kitchen & the characteristics of food products

Unit – V

- Cooking Methods
  - Dealing with the hot and cold methods of processing and cooking food

INTERMEDIATE KITCHEN OPERATIONS

Unit – I

- Kitchen Tools
  - Comprising of the tools and utensils used in the workflow of the kitchen
- Kitchen Equipment
  - Describes the features, use and upkeep of the equipment used in the kitchen

Unit – II

- Popular International Cuisines
  - Internationally accepted cuisines popular all over the world
- Work flow and systems followed in various outlets

Unit – III

- HACCP
  - The importance of HACCP process in today's operation
- Stewarding & Adulteration
  - The importance of the Stewarding functions in the kitchen operations; Adulterants in food and care to be taken

Unit – IV

- Menu Planning
  - Principles & Application

Unit – V

- Terms & Terminology
  - The meaning of terms and terminology used in Indian, Continental & Oriental Cuisine

COLD KITCHEN & PANTRY OPERATIONS

Unit – I

- Commissary Concept
    - De-mystifying the concept of Commissary and its importance in operation of Pre-preparatory Kitchen

Unit – II

- Poultry
    - An insight into the types of poultry, their cuts and used in various cuisines
- Meats
    - Describing the types of meats & game ranging from lamb, mutton, beef & pork and their by-products

Unit – III

- Garde Manger
    - Cold kitchen, functions and the products produced as a part of operational workflow in the kitchen

Unit – IV

- Yield
    - The Butchery yields used in cost calculation and portion control

Unit – V

- Pantry Operations
    - An insight into the world of Pantry and its functions, breakfast cookery, sandwiches and shakes

INDIAN CUISINE

Unit - I

- Introduction to Indian Cuisine – The history of cuisine in India, The various aspects of Indian cooking dating from Vedic period to the modern style of cooking
- Regional Impacts to Indian Cuisine – Encompassing the impact of geographical and cultural considerations on the various Indian regional Cuisine

Unit - II

- Basics of Indian Cuisine
    - This is include all the ingredients to the cuisine including the various spices, and basic gravies
- Accompaniments in Indian Cuisine
    - Would include all the ancillary components of the Indian meal including salads, breads, chutneys, pickles, etc.

Unit - III

- Tandoor
    - The making and description of the Tandoor, origin and uses, seasoning the Tandoor and the uses for preparing various breads and other products
- Kebabs & Marinades
    - Some famous kebabs and the various marinades prepared in Tandoori Cooking

Unit - IV

- Regional Indian Cuisine
    - Regional specialties from the various geographical regions of India
- Theory of Regional Indian Cuisines ranging from rustic to the most popular and trendy cuisines today in hotels & restaurants form the different parts of India

Unit - V

- Ayurveda
    - This will include the base of Ayurveda, and ayurvedic importance of food for the body. Effects of the Ingredients used in Indian Cuisine ranging from the spices, herbs and base products

INTERNATIONAL CUISINE

Unit – I

- Menu
  - The types and styles of menu, French classical menu, course sequence and the applicability of menu principles in Kitchen operations
- Basic Continental cuisine
  - Would include the gamut of European cuisines and their contribution to food across the world

Unit – II

- Oriental Cuisines
  - Cuisines from the Asia & South East Asia; the culinary history, basics of cuisine, important and principal ingredients and the famous dishes that the world gets to see from the respective cuisines

Unit – III

- Operational Aspects of the Workflow process of how orders are received in the Kitchen and processed
- Comprehension of a 'recipe' and the KOT, use of standard recipe and the KOT in Kitchen Operations
- Plate Presentation techniques used in restaurants

Unit – IV

- Techniques in Quantity Cooking
  - The theory behind the various coking techniques used in quantity kitchens like Industrial Catering, Hospital Catering, Welfare Catering

Unit – V

- Flight Catering
  - The workflow in the Operations & Kitchen department from the offload to the delivery and flight loading
- Specialty meals and food sequence followed in the Flight catering Unit