

Sri Sai University Palampur

Semester - I

BHM 111 INTRODUCTION TO HOSPITALITY MANAGEMENT

L	T	P	Cr
3	0	0	3

Objectives: This course provides an introduction to the elements of the Hospitality industry.

MODULE-I

Hospitality industry -An overview Elements of hospitality management and their relation with each other Current issues of the hospitality industry, elements of risk in the industry and physical tours of facilities. Current guest needs, service quality, and the role of personnel in the hospitality industry.

MODULE-II

Role of service in the hospitality industry Forces affecting Growth and change, Food Service: Restaurant Business, Restaurant Operations. The Dimensions of Food and Beverage ,Restaurant Industry Organization , Competitive Forces in Food Service , On-Site Food Service ,Issues Facing Food Service,

MODULE-III

General hotel/motel operations Lodging, Hotel and Lodging Operations, Forces shaping the Hotel Business, Competition in the Lodging Business

Tourism Destinations: Tourism Generators Travel and Tourism perspectives, the dimensions of Travel and Tourism. Travel Services, entertainment and other tourism attractions.

MODULE-IV

Major challenges to the hospitality industry, opportunities for entry and advancement in the hospitality field, key qualities, philosophies, or experiences associated with success in the field, future perspectives of Hospitality and Tourism in India and overseas.

Text Books:-

1. Introduction to Management in the Hospitality Industry, publisher, Wiley
2. Principles of Hospitality and Tourism Management, Neha publishers
3. Introduction to Hospitality John R. Walker Publisher: Prentice Hall

L	T	P	Cr.	Hrs
3	0	4	5.0	7.0

UNIT – I

Aims & Objectives of Cooking Food:

Classification – Cooking Materials and their uses.

Foundation ingredients – meaning, action of heat n carbohydrates, fats, proteins, minerals and vitamins.

Fats and oils – meaning & examples of fats & oils, quality for shortenings, commonly used fats and oils and their sources & uses.

Raising agent- functions of raising agents, chemical raising agents & yeast. Eggs- uses of eggs in cooking, characteristics of fresh eggs, deterioration of eggs, storage of eggs.

Salts - uses.

Liquid- water, stock, milk, fruit juices etc. Uses of liquid.

Flavoring & seasoning – uses & example.

Sweetening agents - uses & examples. Thickening agent.

Methods of Cooking.

Methods of cooking food- transference of heat to food by radiation, conduction & convection- magnetrons waves meaning. Boiling, poaching, stewing, braising, steaming, baking, roasting, grilling, frying, paper bag, microwave, pot rousing- explanations with examples.

Unit – II

Introduction to Microbiology.

Classification of Microbes (fungi, bacteria, yeast, mold)

Effect of Heating- growth curve of microbial cells, thermal death time-pasteurization, sterilization and disaffection and heat resistance

Food production based on microbiology-small scale fermentation- idli, dhokla, naan, bhaturas, yogurt, pickles.

Industrial Preparation- cheese, vinegar, bread, alcoholic beverages. Preservation and spoilageasepsis, removal, anaerobic, high temp., low temp., drying, preservatives, radiation.

Contamination of cereal and cereal products, Preservation of vegetables and fruits

Food spoilage- meat, fish, egg, milk, milk products, Kinds of food products and canned food.

Food, nutrition, nutrients, Food groups, Food production and consumption trends of India

Food constituents and carbohydrates, proteins, fat, vitamin and minerals. Sources and Requirements, Post harvest technology: Perishable and Semi-Perishable Food Products.

Unit - III

Introduction to the Art of Cookery:

Culinary History- Development of the Culinary Art from the middle ages to modern cookery.

Modern hotel kitchen, Nouvelle Cuisine, Cuisine Minceur, Indian Regional Cuisine

Popular International Cuisine (An Introduction) of French, Italian and Chinese Cuisine.

Methods of cooking food- transference of heat to food by radiation, conduction & convection- magnetrons waves meaning. Boiling, poaching, stewing, braising, steaming, baking, roasting, grilling, frying, paper bag, microwave, pot rousing.

Unit – IV

Preparation of ingredients.

Washing, peeling scraping, paring, Cutting – terms used in vegetables cutting, julienne, brunoise mecedoine, jardinière, paysanne- grating, Grinding. Mashing. Sieving, Milling. Steeping. centrifuging, emulsification evaporation . homogenization, Methods of mixing foods.

Unit – V

Kitchen Equipments and Kitchen Organization

Equipment used in kitchen, Types of Kitchen Equipment – Diagrams, Uses, Maintenance, Criteria for Selection.

Kitchen Organization. Main Kitchen & Satellite Kitchen, Duties & responsibilities of each staff, Cooking fuels - uses & advantage of different types of cooking fuels.

Unit – VI

Stocks, Glazes, Sauces and Soups - Meaning, uses, types, classification, recipes

BOOKS RECOMMENDED

Theory of Cookery – Krishna Arora.

Modern Cookery – Thangam Philip

Larousse Gastronomique - Montagne

Professional Chef – Arvind Saraswat.

Food and Nutrition – Dr. M. Swaminathan.

Food Microbiology – P.N.Mishra

Food Science – Potter & Hotchkiss.

Fundamentals of food and nutrition – Mudambi & Rajgopal 4th edition 2001

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UNITS – I

Introduction to the Food and Beverage Service Industry - The evolution of catering industry, scope for caterers in the industry
Relationship of the catering industry to other industries, Types of Catering Establishments- Sectors
Introduction to the Food and Beverage operations.

UNIT- II

Food and Beverage Service Areas in a Hotel

Restaurants and their subdivisions, Coffee Shop, Room Service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Executive Lounges, Business Centers and Night Club
Back areas: Still Room, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding

UNIT – III

Food and Beverage Equipment

Operating equipment, Requirements, Criteria for selection quantity and types.
Classification of crockery / cutlery/ glassware/ hollowware/ flatware/ special equipment upkeep and maintenance of equipment.
Furniture, Linen, Disposables

UNIT-4

Food and Beverage Service Personnel

Staff organization- the principal staff of different types of restaurants.
Duties & responsibilities of the service staff.
Duties and responsibilities of service staff – Job Descriptions and Job Specifications.
Attitude and Attributes of Food and Beverage Service Personnel - personal hygiene, punctuality, personality attitude towards guests, appearance, salesmanship, sense of urgency, customer satisfaction.
Basic Etiquettes for catering staff.
Interdepartmental relationship.

UNIT- V

Menus and Covers

Introduction Cover- definition; different layouts.
Menu Planning, considerations and constraints
Menu Terms
Menu Design
French Classical Menu
Classical Foods and its Accompaniments with cover
Indian Regional dishes, accompaniments and service.

UNIT- VI

Types of meals –

Breakfast – Introduction, Types, Service methods, a la carte, and TDH setups.
Brunch, Lunch, Hi- tea, Supper, Dinner, Elevenses and others

UNIT – VII

Food and Beverage Service Methods

Table Service – Silver/English, Family, American, Butler/ French, Russian

Self Service - Buffet and Cafeteria Service

Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc.

Single Point Service- Takeaway, Vending, Kiosks, Food Courts, Bars, Automats

UNIT – VIII

Control Methods

Billing methods – Duplicate and Triplicate system, KOTs and BOTs, Computerized KOTs

Necessity and functions of a control system, F&B Control cycle and monitoring

Food and Beverage Terminology related to the course.

BOOKS RECOMMENDED

Food & Beverage service – Denis Lillicrap

Food & Beverage Service – Vijay Dhawan

Food & beverage Service- Rao J Suhas

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UNIT – I

Tourism, Meaning – definition and measurement of tourism.
Classification – recreation, leisure, adventure, sports, health etc.
Socio – economic benefits of tourism. Adverse effects of tourism, Basic components and infrastructure, Itinerary, passport and visa – Basic information.

UNIT- II

The Hospitality Industry - History and development of lodging industry – International. History and development of lodging industry – India, Defining the term – Hotel, Reasons for travel.

UNIT – III

Classification of Hotels - Based on Size, Location, and Length of Stay, Levels of Service, Ownerships and Affiliations, Referral Hotels, Franchise and management contracts, Chain Hotels, Target Markets, Alternate Lodging facilities.

UNIT- IV

Organizational Structure of Hotels – Small, Medium, Large, Lobby Arrangements, Layout and equipment in use, Handling VIPs, Duty Rota and work schedules, Uniformed Service.

UNIT-V

Front Office Organization - Basic Layout and Design, Departmental Organizational Structure.

UNIT – VI

Front Office Personnel - Departmental Hierarchy, Attitude and Attributes and Salesmanship, Job Descriptions and Job Specifications of Front Office Personnel.

UNIT – VII

Front Office Operations - The Front Desk- Equipments in use, The Guest Room- Types and Status Terminology, Key Controls, Tariff plans, Types of rates.

UNIT – VIII

Front Office responsibilities - Communication – internal and interdepartmental, Guest services – basic information, Guest history – maintenance and importance, Relationship marketing, Emergency situations.

BOOKS RECOMMENDED

Front Office Training Manual – Sudhir Andrews

Managing Front Office Operations – Kasavana & Brooks

Front Office – Operations and Management – Ahmed Ismail(Thomson Delmar)

Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.

Front Office operations – Colin Dix & Chris Baird

Objectives: This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

MODULE-I

Basics Of Computer and Its Evolution: Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super),iii. On the basis of Purpose(General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL), (10 hours) Data Representation:Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division) (6 hours)

MODULE-II

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter (3 hours) Computer Memory: Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory(6 hours) Operating System Concept: Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms - Directory, File, Volume, Label, Drive name, etc.(3 hours)

MODULE-III

Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Coping and Deleting the directory. File Manipulation: Creating a file, deleting, coping, Renaming a file (7 hours) Concept of Data Communication and Networking: Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies, Introduction to word processor and Spread Sheets(8 hours) Laboratory would be based on the following topics: 1. Introduction to MS-Word: Introduction to Word Processing, its Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. 2. Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, 5 Filtering etc.

Text Books:-

1. Leon and Leon; Introduction to Information Technology, Leon Tech World.
2. Microsoft Office-2000 Complete- BPB Publication.

Reference Books:-

1. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB.

HU004 PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS – I L T P Cr
3 1 0 3.5

Objectives: 1. To develop the skills of proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

2. To develop personality, communication skills and enhance self-confidence of students.

MODULE-I

Grammar: Basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective. Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing. Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. (18 hours)

MODULE-II

Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication) Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments. Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release. (18 hours)

MODULE-III Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors- Punctuation, Vocabulary building. Business Etiquettes: Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings. Role play on selected topics with case analysis and real life experiences. (10 hours)

Text Books:-

1. Wren & Mertin; English grammar and composition,
2. Sinha, K. K.; Business Communication, Galgotia Publishers
3. Robinson, David; Business Etiquette, Kogan Page.
4. Rogets Thesaurus.

Reference Books:-

1. Hand Book of Practical Comunication Skills-Chrissie Wrought,published by JPH
2. Ray,Reuben; Communication today – Understanding Creative Skills, Himalay