

Programme: Bachelor of Hotel Management-Honours(Major)

V SEMESTER – COURSE STRUCTURE

W.E.F. 2025-26

Course Number	Course Name	No.of Hrs/Week	No.of Credits
12	Room division Management	3	3
	Room division Management Practical Course	2	1
13	Hospitality Marketing	3	3
	Hospitality marketing Practical Course	2	1
14	Advanced Food Production-1 (or) Food & Beverage Management	3	3
	Advanced Food Production-1 (or) Food & Beverage Management Practical Course	2	1
15	Advanced Food Production-2 (or) F & B Controls	3	3
	Advanced Food Production-2 (or) F & B Controls Practical Course	2	1

SEMESTER-V

COURSE 12: ROOMS DIVISION MANAGEMENT

Theory

Credits: 4

5 hrs/week

UNIT -I: MANAGING HUMAN RESOURCES, TRAINING AND SCHEDULLNG F/O & HK STAFF

Preparing job lists and job descriptions for front Office and housekeeping staff, Source Of internal and external recruiting, Role Of executive housekeeper and front Office manager in Selecting staff Orientation process — the role of the ex. HK and FOM, Developing job breakdowns for the H.K and F_O job positions, Skills training - the four step using method (prepare, present. Practice, Follow up), Developing staffing guides for room attendants, supervisors , general workers Alternative scheduling techniques- (part-time employees, flexible work hour compressed schedules, job sharing Cross training and Incentive programs tar staff

UNIT -II: PLANNING OF FRONT OFFICE OPERATIONS

Identify and describe the functions of management with relation to front office and housekeeping department. Establishing room rates through market condition approach rule Of thumb approach and the Hubbart formula. Forecasting room availability, forecasting data, percentage Of walk ins, percentage of overstays, percentage of No-shows, percentage of under stays, percentage of early arrivals, forecast formula, forecast forms, importance of forecasting. Budgeting for front office forecasting room revenue, estimating expenses

UNIT III: HOUSE KEEPING CONTROLS

Establishing par levels and inventories/ control of linen & uniform, guest loan items, machines & equipment, cleaning supplies, guest supplies, The role of the housekeeper in planning operating and capital budgets, Budgeting housekeeping expenses Controlling expense, Purchasing systems

UNIT IV: MEASURING PERFORMANCE IN THE ROOMS DIVISION

Importance and calculation of operational statistics, Percentage of single occupancy, Percentage if multiple occupancy, Percentage if domestic and foreign occupancies, ARR of ADR Average rate per guest. Average length or stay, Rev PAR Daily operations report its importance Sales Mix or Clientele Mix, its calculation,

UNIT V: REVENUE MANAGEMENT

The concept of revenue management, Hotel industlY applications — capacity management, discount allocation, duration control, Measuring Yield — potential average Single rate, potential average double rate, rate spread, multiple occupancy, potential average rate, room rate achievement factor, Yield statistics Elements of Revenue Management group room sales, transient room sales, food and beverage activity, special events, Using revenue management Potential high and low demand tactics

Reference Books:

1. From Office Operations And Management, Ahmed Ismail, Thomson Delmar, 2002
2. Housekeeping Management, Margaret M Kappa, F.iah & La, 2nd Ed./ 1997
3. Hotel Hostel & Hospital Housekeeping, Joan C Branson, Margaret Hodder & Stoughton, 5th Ed /2003

SEMESTER-V

COURSE 12: ROOMSDIVISIONMANAGEMENT

Credits: 4

5 hrs/week

PRACTICALS

1. HRIS Systems: Training on HR software and tools for managing employee data and HR processes.
2. Manual preparation: Staff Data in files.
3. Manual preparation : duty roster preparation
4. Preparing discrepancy report – front office to housekeeping.
5. % calculations: walk-in, overstays, no-shows, under stays, arrivals, single occupancy, double occupancy.
6. Manual inventory : inventory of uniforms, linens, laundry equipments
7. Budget : preparing annual budget for linen & uniform room
8. Revenue: preparation of Revenue management budget for discount allocation.
9. Measuring yield: preparing single room rate, double room rate, group room sales
10. Revenue management: preparing room sales & food and beverage sales.

SEMESTER-V

COURSE 13: HOSPITALITY MARKETING

Theory

Credits: 4

5 hrs/week

UNIT 1: HOSPITALITY AS A PRODUCT

Hospitality as a product: Definition of product, concept of Product, nature & characteristic of product, types of product, Goods and services: types of goods & services, difference between goods and services.

UNIT 2: INTRODUCTION

Hospitality industry: introduction, concept , history of hospitality industry, limitation of hospitality industry, impact on global economy, Indian hospitality industry in world rankings, future of hospitality industry, trends in hospitality industry, contribution to Indian economy: economy impact & Gdp contribution, growth potential: employment generation.

UNIT 3: MARKETING

Introduction of marketing, concept of marketing, objectives & characteristics of marketing, nature & scope of marketing, marketing mix, Basic concepts, needs, wants, demand & supply transaction, value and satisfaction in hospitality industry, marketing philosophies. application of these concepts in hospitality industry

UNIT 4: MARKETING ENVIRONMENT

Introduction & concept of marketing environment, micro & macro environment, importance of marketing environments, factors effecting marketing environments, elements & components of marketing environments, advantages & dis-advantages of marketing environments, Need and trend analysis and marketing effectiveness, SWOT analysis for hospitality industry.

UNIT 5: PRODUCT

Levels of product. Expected augmented, potential. tangible and intangible products, product mix in hospitality industry, Product strategy & Service strategy in the hospitality industry, Product life cycle, product Management, strategies & modes of a product promotion. Promotion mix.

Reference

1. Services marketing by Zeital Valerie
2. Delivery of quality service by Passasuraman and Bitner
3. Service marketing by Ravi Shankar
4. Marketing for hospitality industry by Roberts
5. Marketing leadership in hospitality by Robert Lewis
6. Marketing Management Philip Kotler

SEMESTER-V

COURSE 13: HOSPITALITY MARKETING

Credits: 4

5 hrs/week

PRACTICALS

1. Developing marketing plan.
2. Role playing on senior staff to junior staff
3. Case study analysis by giving real world examples.
4. Social media promotions ideas
5. E-Mail usages for promotions
6. Content creations on brochures
7. Prepare a swot analysis
8. Prepare a Indian economy analysis in pie- diagram
9. Prepare a growth of hospitality analysis in bar chart
10. Prepare a growth of product sales analysis in line graph

SEMESTER-V

COURSE 14: ADVANCED FOOD PRODUCTION-1

Theory

Credits: 4

5 hrs/week

UNIT-I

Asian Cuisine: Introduction of cuisines: Chinese, Japan, Scandinavian, Teppanyaki, Thai, Indo, and Philippine, special ingredients, equipment's, tools, preparation & technology involved.

- Geographic location
- Historical background
- Staple food with regional influences

UNIT-II

European Cuisine: - Introduction of French, Italy & Germany – special ingredients, equipments, preparation. & technology involved, Examples of European Dishes, Specific Dishes of European.

- Geographic location
- Historical background
- Staple food with regional influences

UNIT- III

Garde Manger: Layout equipments, larder control, chef Garde Manager – Role & Responsibility, Preparations: Hors d'oeuvres, Pickles, marinades and aspic, Chaud froid, Scandinavian cold buffet,

Salads: Composition of salad, Types of salad, various types of lettuce and greens Salad dressings and its types, Salient features of salad making

UNIT- IV

Charcuterie Products: Introduction of charcuterie, Traditional Charcuterie Items: Sausages – casings, meat: force meat, Meat loaf, bacon, ham. galantine – ballotines, Mousse & Mousseline, Terrines –pates, cheese, Curing agents. Charcuterie Boards: Classic Charcuterie Board, Italian Charcuterie Platter, French Charcuterie. Charcuterie Accompaniments. 3333 rule for Charcuterie Products.

UNIT- V

Food Presentation & Styling: Introduction of Food Presentation & Styling , principles of food styling, Basic Presentations, Modern Presentations, Use of Technology, Contemporary Plates, Unconventional Garnishes, Food Styling – Food Photography, Use of Non Edible Components.

Reference Text Books:

1. Theory Of Catering, Ronald Kinton Victor Cesarani, Elst, 1999
2. The Larder Chef- food preparation & presentation, W. K. H. Bode, Mario Jack Leto, Heinemann professional Publishing, 1989 3rd ed.
3. Practical Cookery, Victor Ceserani, David Foscett, John Campbell, Hodder Education group 2008 11th ed.

SEMESTER-V

COURSE 14: ADVANCED FOOD PRODUCTION-1

Credits: 4

5 hrs/week

PRACTICALS

1. Chinese cuisine :

- Kung Pao Chicken,
- Mapo Tofu,
- Chow Mein,
- Spring Rolls,
- Hot Pot,
- Dim Sum,
- Fried Rice,
- Dumplings

2. Japanese cuisine :

- Miso Soup
- Sushi,
- Sashimi
- Yakitori
- Onigiri
- Sukiyaki
- Wagashi

3. Thailand cuisine :

- Pak leang
- Gaeng tai pla
- Khao soi
- Nam khao tod
- Kahnorn thui

4. Indonesian cuisine :

- Coto Makassar
- Bakpao
- Babi Pangang

- Nasi Goreng

- Siomay
- Kolak

5. French cuisine :

- Soup a la oignon
- Salade nicoise
- Main dish any rice or continental bread
- poulet a la oignon (any bird meat)
- Crepes

6. Italian cuisine :

- Minestrone soup
- Caprese
- Tomato bruschetta
- Winter Storm
- Cacio e pepe
- Pizza
- Tiramisu
- Chocolate torta della nonna

7. Germany cuisine :

- Leek & potato soup
- Salade Niçoise
- Stuffed cabbages with tomato sauce
- Quick Cheesy Beer Bread
- Sauerbraten
- Apple strudel

SEMESTER-V

COURSE 14: FOOD AND BEVERAGE MANAGEMENT

Theory

Credits: 4

5 hrs/week

UNIT-I F&B MANAGEMENT

Introduction of F&B Management, Objectives of F&B Management, Responsibilities of F&B Management, outlet setting of F&B Management, Quality of F&B Management, customer of F&B Management, Staff management of F&B Management, Constraints to F&B Management, Operation of hospitality F&B Management.

UNIT-II MENU MANAGEMENT

Introduction, Types of Menu: Table d'hôte Menu, A la Carte Menu, Cycle Menu, Du Jour Menu, beverages menu, banquet menu, Prix Fixe Menu, Other Menu: Ethnic Menu, Room Service Menu, Lounge Menu, Wine Menu with Food, Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Elements to Strengthen Menu Merchandising, Menu Fatigue, Menu as a In-House Marketing Tool.

UNIT-III FOOD AND BEVERAGE PROMOTIONS

Advertising, Social media Marketing: Visual Content, Engagement, Targeted Ads, Influencer Marketing, Customer Loyalty Programs: Reward Programs, Exclusive Offers, Personalized Experiences, Limited-Time Offers & Bundling, In-Store Promotions, Online Ordering and Delivery, identifying the media, promoting festivals, up selling, telephone selling suggestive selling, Merchandizing & Sales Promotion,

UNIT- IV F&B MANAGEMENT IN FAST-FOOD AND POPULAR CATERING

Introduction of Fast food: Efficiency, Limited Menu, Service Styles, Cost Control. Popular Catering: Diverse Menu Options, Event Planning, Quality and Presentation, Budget Management. Catering styles: Corporate Catering, Social Event Catering, Specialty Catering.

Fast food & catering: Basic Policies -financial, marketing and catering, Control & Performance Measurement.

UNIT -V F&B MANAGEMENT IN HOTELS AND QUALITY RESTAURANTS

Introduction, Production and Service Systems: Understanding F&B operations, Workflow and Processes, Financial Processes, Equipment and Supplies, Staff Management. Financial Processes: Cost Control, Pricing Strategies, Budgeting and Forecasting, Sales and Revenue Management. Basic Policies -financial, marketing and catering, Control & Performance Measurement. F&B management in function catering.

Reference Text Books:

1. Food & Beverage Management By: Bernard Davis & Sally Stone Published by: Butterworth-Heinemann Ltd.
2. Food & Beverage Control By: Richard Kotas and Bernard Davis
3. Principles of Food , Beverage, and labour Cost Control By: Paul R. Dittmer, Published by: John Wiley & Sons
4. Food & Beverage Operation - Cost Control & Systems Management, Charles Levinson, PrenticeHall
5. Food & Beverage Management By: Bernard Davis & Sally Stone Published by: Butterworth-Heinemann Ltd. UK

SEMESTER-V

COURSE 14: FOOD AND BEVERAGE MANAGEMENT

Credits: 4

5 hrs/week

PRACTICALS

1. Table set-up of 5 course, 6 course, 7 course by using French classical menu.
2. Table set-up of banquets
3. Table set-up of breakfast
4. Table set-up of table d' hote
5. Table set-up of a la cart
6. Table set-up of tea, high-tea
7. How to promote our product through new ideas
8. Prepare a sales of the day or month in pie- diagram
9. Prepare a financial budget of staff
10. Prepare a cost control sheet

SEMESTER-V

COURSE 15: ADVANCED FOOD PRODUCTION-2

Theory

Credits: 4

5 hrs/week

UNIT I

Sandwiches: Definition of Sandwiches, Types and parts of Sandwiches, Types of breads used in Sandwiches : Rye Bread, Sourdough, Focaccia Bread, Pita, White Bread or Whole Wheat Bread, Brown Bread. Selection of Sandwiches breads, Different fillings and their classification, vegetarian Sandwiches & non-vegetarian Sandwiches garnishes of Sandwiches, making of Sandwiches, Storing & handling of sandwiches.

UNIT II

Icings and Meringues : Icings- types and uses, Methods of preparation, Recipes and difference between icings and toppings, handling & storage of icings.

Meringues- definition and types, Preparation methods, Factors affecting stability, Cooking of meringues. Handling & storage of meringues, Key Differences of meringues.

UNIT III

Cakes and Gateaux : Cakes and gateaux- definition, Types, Regional specialties, Role of different ingredients used, Faults and remedies, Care and precautions. Key differences: Richness and Complexity, Fillings and Layers, Preparation of Cakes and Gateaux , Freshness of Cakes and Gateaux. Storage of Cakes and Gateaux.

UNIT IV

Frozen Desserts and Chocolates: Frozen desserts- types and classification, Icecreams - definition, Method of preparation, Role of stabilizers, Over run, Additives and preservatives Used, Chocolates- definition, History, types, manufacturing and processing, Tempering Cocoa butter, White chocolate and its applications.

UNIT V

Sustainable Food & Beverage Production - Importance of Sustainability in Food Operations: Environmental Sustainability, Social Equity, Economic Viability, Specific Practices, Farm to Fork, Organic Food, Sustainable Culinary Practices, Waste Disposal, Importance of Sustainable

Food & Beverage Production: Environmental Protection, Public Health, Economic Development, Social Equity, Long-term Food Security.

Reference Text Books

1. Food Styling: Art Of Preparing Food For Camera By Delores Custer , Publisher: JohnWiley
2. Eating Culture: An Anthropological Guide to Food by Gillian Mary Crowther,
Publisher: University of Toronto Press
3. Practical Cookery, Victor Ceserani, David Foskett, John Campbell, Hodder Educationgroup
2008 11th ed. 4. Theory of Bakery and Confectionary : Ashok Kumar Yogambal PHI - Publishers

SEMESTER-V

COURSE 15: ADVANCED FOOD PRODUCTION-2

Credits: 4

5 hrs/week

PRACTICALS

- BREADS-whites bread, soft bread, sandwich bread, masala bread....
- SANDWICHES –tortas, Panini, grilled cheese,blt sandwiches, club sandwiches, submarine sandwiches
- ICINGS - buttercream, flat, foam, fondant, fudge, royal, and glazes
- MERINGUES - French, Swiss and Italian MERINGUES
- CAKES - Chocolate Cake, Vanilla Cake, Red Velvet Cake, Carrot Cake, Pineapple Upside Down Cake, Fruit Cake, Black Forest Cake.
- GATEAUX- Black Forest Gateau, Opera Gateau, Saint-Honoré, Vacherin, Gâteau Basque.
- FROZEN DESSERT - ice cream, gelato, frozen custard, frozen yogurt, sorbet, sherbet, and Italian ice
- CHOCOLATES-decadent chocolate dessert, triple chocolate cake....

SEMESTER-V

COURSE 15: FOOD AND BEVERAGE CONTROLS

Theory

Credits: 4

5 hrs/week

UNIT- I

Food & Beverage Management & Control - Objectives , Control Cycle (Planning, Organizing, Coordinating, Directing, and Controlling), Factors Affecting Food and Beverage Management Control (External Factors and Internal Factors).

UNIT-II

Purchasing Control - Types of Perishable and Non-Perishable Products, Quality Purchasing, Standing Purchase Specifications, Purchasing Procedure and Different Methods of Food Purchasing, Methods of Purchasing in Hotels, Purchase Order Forms, Economic Order Quantity, Carrying Cost, Frauds in Purchasing

UNIT-III

Receiving Controls - Aims of Receiving, Job Description of Receiving Clerk/Personnel, Equipment Required for Receiving, Documents by the Supplier (Including Format - Delivery Notes, Bills/Invoices, Credits Notes, Statements), Records Maintained in the Receiving Department (Goods Received Book, Daily Receiving Report, Meat Tags), Receiving Procedure, Blind Receiving, Assessing the Performance and Efficiency of Receiving Department, Potential Frauds in Receiving, Hygiene in Receiving Areas and Its Relative Importance

UNIT-IV

Storing and Issuing Control - Aims of Store Control, Job Description of Food Store Room Clerk/Personnel, Conditions of Facilities and Equipment, Arrangements of Food, Location of Storage Facilities, Security and Stock Control, Stock Records Maintained Bin Cards (Stock Record Cards/Books), Issuing Control and Procedure (Requisitions, Transfer Notes), Frauds in Storing and Issuing

UNIT-V

Inventory Control -Importance and Objectives of Inventory Control, method (Physical & Perpetual), Inventory Management Techniques, Monthly Inventory and Stock Taking, ABC and VED Analysis, Par Stock

Reference Text Books:

1. The Complete Food and Beverage Cost Control Book by H. Berberoglu, Publisher: Shelox Bound.
2. Food and Beverage Cost Control By L. R. Dopson and D. K. Hayes, Publisher: Wiley.
3. Practical Food and Beverage Cost Control by Clement Ojugeo, Publisher: Cengage Learning
4. Food & Beverage Cost Control by Donald A Bell, Publisher: McCutchan
5. Culinary Economics by Y B Mathur, Publisher: IK Publications

SEMESTER-V

COURSE 15: FOOD AND BEVERAGE CONTROLS

Credits: 4

5 hrs/week

PRACTICALS

1. Prepare a purchase order form
2. Learn how to handle receiving products
3. Learn how to handle perishable – non-perishable products
4. Learn how to check quality of product
5. Learn how to handle files & registers
6. Learn how to prepare inventory list on products
7. Learn how to use bin card
8. Learn how to order a product from sellers
9. Learn how to handle frauds in storing and issuing
10. Learn how to handle store softwares.

