

## FOURTH SEMESTER

### **CORE MAJOR:** **QUANTITY FOOD PRODUCTION (CREDIT 4)**

#### **Objectives:**

- To gain knowledge on Indian cookery and regional cuisines of India.
- To study the basics of quantity food production

#### **UNIT-1**

Indian Cookery- Introduction, Ingredients Used, Methods Of Cooking, Utensils Used; Basic Indian Masalas, Basic Indian Gravies- Dishes Prepared From The Above Gravies Indian Culinary Terms. Religious and Cultural Influences On Indian Cuisine.

#### **UNIT-2**

Indian Breads- Examples, Recipes. Tandoori Cooking - Introduction, Seasoning Of Tandoori Pot; Tandoori Marination- Objectives And Importance. Tandoori Masalas; Tandoori Preparation-Chicken, Mutton, Fish, Prawns, Cottage, Cheese-Recipes And Methods Of Preparation.

#### **UNIT-3**

Regional Cuisine Of India-Historical Back Ground, Special Ingredients Used And Specialties Of Kerala, Tamilnadu With Special Reference To Chettinad Cuisine, Karnataka, Andhra Pradesh And Goa.

#### **UNIT-4**

Regional Cuisine Of India- Historical Back Ground, Special Ingredients Used And Specialties Of Maharashtra, Punjab, Gujarat, Rajasthan, Kashmir And Bengal.

#### **UNIT-5**

Quantity Food Production- Banquet Cookery-Planning, Production, Holding, Portioning, Rechauffe Cookery, Systems Catering - Cook -Serve, Cook- Chill, Cook- Freeze, Sous-Vide, Paper bag cooking.

#### **REFERENCE BOOKS:**

1. Ronald Kinton, Victor Ceserani And David Fosket. Practical Cookery; London. Hodder And Stoughton ELST Publisher Text. 9<sup>th</sup> Edition. 2000.
2. Ronald Kinton, Victor Ceserani And David Fosket .Theory Of Catering; London. ELST Publishers. 9<sup>th</sup> Edition. 2005.
3. M.Shakunthala Manay And Shadaksharaswamy.M. Food Facts And Principles. New Delhi. New Age International Publishers. 2<sup>nd</sup> Edition.2001.
4. Krishna Arora . Theory Of Cookery; New Delhi. Frank Bros. And Co Publishers.4<sup>th</sup> Edition.2001.

**CORE MAJOR:**

***QUANTITY FOOD PRODUCTION PRACTICAL (CREDIT 4)***

**Objectives:**

- To gain practical knowledge on the preparation and presentation of menus of indian cuisine.
- To gain practical knowledge on the preparation and presentation of regional cuisines of india.
- To gain practical knowledge on preparation of bakery products.

**Demonstration :**

1. Basic indian masalas
2. Basic indian gravies
3. Indian breakfast preparations
4. Indian snacks preparations
5. Indian chaats
6. Tandoori marinations

**Indian cuisine ( 5 course menu from the following dishes)**

1. Rice - pulao, biriyani, with variations
2. Indian breads - naan, rotis, parathas, phulkas with variations
3. Meat - mutton / chicken/ fish recipes
4. Vegetables - dal preparations, vegetable dishes, cucumber, raitha
5. Sweets - carrot hulwa, coconut barfi, shahi tukra gulab jamun

**Indian regional cuisine (5 course menu from the following states)**

1. Kerala
2. Tamilnadu (with special reference to chettinad cuisine)
3. Karnataka
4. Andhra Pradesh
5. Goa
6. Maharashtra
7. Punjab
8. Rajasthan
9. Kashmir
10. Bengal

**REFERENCE BOOKS :**

1. Thangam.E.Philip. Modern Cookery For Teaching And Trade (Volume I) New Delhi. Orient Longman Publishers.5<sup>th</sup> Edition.2003.
2. Wayne Gisslen. Professional Baking New Jersey. John Wiley And Sons Publishers.4<sup>th</sup> Edition.2005.
3. Ronald Kinton, Victor Ceserani And David Fosket. Practical Cookery London . Hodder And Staughton ELST Publishers.9<sup>th</sup> Edition.2000.
4. Aravind Saraswat. Professional Chef: New Delhi. USB Publishers And Distributors. 2<sup>nd</sup> Edition.2004.

**CORE MAJOR**  
**FOOD AND BEVERAGE SERVICE -II (CREDIT 4)**

**Objectives:**

- To gain knowledge of wines of different countries and types of wines
- To gain knowledge of the manufacturing process and types of beer
- To gain knowledge on the service of wine and beer

**UNIT-1**

Alcoholic Beverage - Definition And Classification Of Alcoholic. Beverages, Wine Introduction, Classification, Grape And Its Varieties ( At Least 10 Names); Basic Wine Terminology; Factors Affecting The Quality Of Wine; Wine Production - Step By Step Process Of Winemaking; Sparkling Wine Production; Fortified Wines - Sherry, Port, Marsala And Madeira-Production And Styles.

**UNIT-2**

Wines Of France, Spain, Italy, Portugal, Australia, Germany -Wine Producing Regions Of These And Their Wines -Label Languages-Sizes Of Bottles-Champagne Shippers - Types Of Champagne. Aromatic Wines- Meaning, Classification Alcoholic Strength In Aromatic Wines; Vermouth- Meaning, Types, Production, Styles; Cider And Perry-Meaning, Production, Styles.

**UNIT-3**

Service Of Wine (Red, White, Rose)- Food And Wine-Wines Served With Different Courses Of The Meal -Hors D'Oeuvre - Potage -Poisson - Pasta-Main Course (Red And White Meat) - Savoury - Entremets - Fromage - Dessert, Preparing A Wine List For Various Food And Beverage Service Outlets; Reading A Wine Label. Service of Champagne. Beer - Manufacturing Process, Types Of Beer (Top Fermented And Bottom Fermented); Draught Beer -Meaning, Container; Bottled Beer And Canned Beer, Faults In Beer. Service of Beer.

**UNIT - 4**

Spirits - Production Methods, Types of Spirits- Brandy, Whisky, Rum, Gin, Vodka. Production and Service Procedure. Brief description about Tequila, Grappa, Aquavit, Calvados, Mead, Arrack, Sake and Fenny - Liqueurs - Production process: Infusion method and Distillation method.  
BITTERS - Campari and Angostura bitters - APERITIF: Hot buttered rum, Collins, Egnog, Fizz, Irish coffee, Hi- Ball.

## **UNIT - 5**

Cocktails: A Brief history - Definition, Methods of mixing, Instruments and equipments used in cocktail preparations. Recipe of atleast 3 cocktails of each base,- Brandy based, Whisky based Gin based, Rum based, Vodka based, Beer based.

### **REFERENCE BOOKS:**

1. Vijay Dhawan. Food And Beverage Service: New Delhi. Frank Bros. And Co. 1<sup>st</sup> Edition.2000.
2. United Kingdom Bartenders Guild. The International Guide To Drink: London. Vermilion Publishers.1<sup>st</sup> Edition. 1994.
3. Costas Katsigiris. The Bar And Beverage Book: New York. John Wiley And Sons. 2<sup>nd</sup> Edition.1991.
4. Steven Kolpan Exploring Wines: New York. John Wiley And Sons. 1<sup>st</sup> Edition.1996.
5. Dennis.R.Lillicrap And John. A. Cousins. Food & Beverage Service: Great Britain. ELBS Publishers. 6<sup>th</sup> Edition. 2002.
6. Brain Glover. The Complete Guide To Beer: Hong Kong. Joannalorenz. 1<sup>st</sup> Edition. 1999.

## ***CORE MAJOR***

### ***FOOD & BEVERAGE SERVICE PRACTICAL - II (CREDIT 4)***

#### **Objectives:**

- To impart knowledge on compilation of French classical menu with wine suggestions.
  - To gain skill in service procedure of wines, spirits and cocktails.
1. Compilation of 5 course French classical menu with wine suggestion for each courses.
  2. Beverage order taking procedure.
  3. Service of red wine, white wine, fortified wine, sparkling wine.
  4. Service of Beer.

5. Service of Brandy.
6. Service of Whisky
7. Service of Gin
8. Service of Vodka
9. Service of Rum
10. Service of Tequila
11. Service of Liqueur
12. Service of Cocktails

### **REFERENCE BOOKS**

1. Dennis. R. Lillicrap and John. A. Cousins. Food & Beverage service: Great Britain. ELBS publishers. 6<sup>th</sup> edition. 2002.
2. John Fuller. Modern restaurant service, a manual for students and practitioners: Cheltenham. Standly Thrones publishers.1<sup>st</sup> edition. 1992.
3. Bobby George. Food & Beverage service: Noida Jaico publishing house. 1<sup>st</sup> edition. 2005.
4. United Kingdom bartenders guild. The international guide to drinks: London. Vermillion and publishers. 1<sup>st</sup> edition. 1994.
5. George Ellis. Bar attendants handbook: New Delhi. Global books and subscription service. 2<sup>nd</sup> edition. 2002
6. Jeffery Clarke: table and bar. Great Britain. Hodder and stoughte publishers. 1<sup>st</sup> edition. 1987.

**ALLIED I**  
**FRONT OFFICE OPERATION (CREDIT 2)**

**Objectives:**

- To educate on the procedures and practices adopted for the co-ordination between guests and hotel services
- To impart knowledge on sales promotion activities and credit control measures adopted in hotels

**UNIT - I**

Tariff Structures - Tariff, Basis of Charging Tariff, Tariff Fixation Card Rates; Group Rate, Volume Rate, Rack Rate, Executive Business Service Rate, Tour Group Wholesale Rate, Government Rates, FIT Wholesale Rate, Discount Rates, Crew Rate, Seasonal Rates, Crib Rates, Extra Bed Rates, Family Rate, Weekday / Weekend Rate, Membership Rates, Corporate Rate Program, Student Faculty Program, Commercial Rate, Advance Purchase Rate, Package Rate.

**UNIT-2**

Front Office Operation - The Guest Cycle - Pre-Arrival, Arrival, Occupancy, Departure; Front Office System - Non-Automated, Semi- Automated, Fully Automated; Front Office Forms - Pre-Arrival, Arrival, Occupancy, Departure; The Front Desk - Function Organization, Design Alternatives; Front Office Equipment - Function Rack, Mail, Message and Key Rack, Reservation Racks, Information Rack, Folio Trays, Account Posting Machine, Voucher Rack, Cash Register, Support Devices; Telecommunications - Telecommunication Equipment; Property Management Systems - Reservation Management Software, Rooms Management Software, Guest Account Management Software, General Management Software, Back Office Interface, System Interfaces.

**UNIT-3**

Reservations and Sales - Types of Reservation - Guaranteed Reservation, Non-Guaranteed Reservation; Reservation Inquiry - Central Reservation Systems, Global Distribution Systems, Inter Sell Agencies, Reservation through the Internet; Group Reservation; Reservation Availability - Control Book, Computerized Systems; The Reservation Record - Reservation Confirmation/cancellation Numbers; Reservation Maintenance - Modifying Non- Guaranteed Reservation Cancellation; Reservation Reports - Expected Arrival and Departure Lists, Processing Deposits, Reservation Histories; Reservation Consideration - Legal Implications, Waiting lists, Packages, Potential Reservation Problems.

#### **UNIT-4**

Registration - Preregistration Activity, Registration Record; Room and Rate Assignment - Room Status, Room Rates, Room Location, Future Blocks; Method of Payment - Cash, Personal Checks, Credit Cards, Direct Billing, Special Programs and groups, Denying a Credit Request, Issuing the Room Key, Fulfilling Special Requests, Creative options, Self- Registration, Walk in Guests, Guest with Non- Guaranteed Reservation, Guests with Guaranteed Reservations.

#### **UNIT-5**

Front Office Responsibility - Front office Communications, Log Book, Information Directory, Mail and Package Handling, Telephone Service; Interdepartmental Communications - Housekeeping, Engineering and Maintenance, Revenue Centers, Marketing and Public Relations; Guest Relations - Complaints, Identifying Complaints, Handling Complaints, Follow up Procedures; Front Office Security Function - The Role of the Front Office, Key control, Surveillance and Access Control, Safe Deposits Boxes, Lost and Found, Emergency Procedures

#### **REFERENCE BOOKS:**

- Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32<sup>nd</sup> Reprint. 2004.
- Sue Baker, Pam Bradley And Jeremy Huyton Principles Of Hotel Front Office Operations: London. Cassell Publishers. 2<sup>nd</sup> Edition 2004.
- Ahmed Ismail. Front Office Operations And Management: Delmar. Thomson Publisher. 1<sup>st</sup> Reprint. 2002.
- James A. Bardi. Hotel Front Office Management: New York. Thomson Publishing Inc., 2<sup>nd</sup> Edition. 1996.
- S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros. And Co-Publishers Ltd., 1<sup>st</sup> Edition. 2002.

***ALLIED I:***

***FRONT OFFICE OPERATION PRACTICAL (CREDIT 2)***

**Objectives:**

- To groom capable, courteous and friendly personnel for front office department of a hotel.
- To impart skills in basic front office operations.

1. Knowledge unit-1 - Using the Telephone
2. Knowledge unit-2 - Using the Telex & Facsimile
3. Knowledge unit-3 - Hotel Marketing & Customers Profiles
4. Knowledge unit-4 - Welcoming Guests to the Hotel
5. Knowledge unit-5 - Sales Techniques & Product Knowledge
6. Knowledge unit-6 - Checking in Guest & Selling Rooms
7. Knowledge unit-7 - Health and Safety
8. Knowledge unit-8 - Issuing & Controlling Room Keys
9. Knowledge unit-9 - Showing Guest to Their Rooms

**REFERENCE BOOKS:**

- Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32<sup>nd</sup> Reprint. 2004.
- Sue Baker, Pam Bradley And Jeremy Huyton Principles Of Hotel Front Office Operations: London. Cassell Publishers. 2<sup>nd</sup> Edition 2004.
- Ahmed Ismail. Front Office Operations And Management: Delmar. Thomson Publisher. 1<sup>st</sup> Reprint. 2002.
- James A. Bardi. Hotel Front Office Management: New York. Thomson Publishing Inc., 2<sup>nd</sup> Edition. 1996.
- S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros. And Co-Publishers Ltd., 1<sup>st</sup> Edition. 2002.

**ALLIED I:**  
**ACCOMODATION OPERATION (CREDIT 2)**

**Objectives :**

- To provide the knowledge backdrop required of a person working in housekeeping
- To acquire knowledge of cleaning and laundry procedure and floor operations

**UNIT-1**

Linen and Laundry Operation: The Linen and Uniform Room, Storage of Linen, Linen Exchange, Par Stock, Linen Control, Linen Quality and Life Span, Discard and their Reuse, The Laundry, Landry Equipment, Laundry Agents or Aids, The Laundry Process, Stain Removal, Dry -Cleaning, Handling Guest Laundry, Care Labels, Preparation of Hot and Cold Face Towels.

**UNIT-2**

Uniforms: Selection and Design of Uniforms, Establishing Par Levels For Uniforms, Storage of Uniforms, Issuing and Exchanging of Uniforms Advantages of Providing Staff Uniforms. Sewing Room: Activities in the Sewing Room, Job Specification of a Seamstress, Tailor, Sewing Area and Equipment, Basic Hand Stitches, Fasteners.

**UNIT-3**

Textile: Textile terminology, Classification and Identification of Textile Fibers, Yarn, Fabric Construction, Blends and Unions, Textile Finishes, Use of Textiles in Hotels.

**UNIT-4**

Safety and Security: Work- Environment Safety and Job- Safety Analysis, Potential Hazards in Housekeeping, Safety Awareness and Accident Prevention, fire Preventions and Fire Fighting, First Aid, Crime Prevention, Dealing with Emergencies, Dealing with Bomb Threats, Keys and their Control, Scanty Baggage, Guest and Employee thefts, Sickness and Death, Lost-and-Found Articles.

**UNIT-5**

Pest Control and Waste Disposal: Pest Control, Common Pests and their Control, Integrated Pest Management, Waste Disposal, Changing Trends in Housekeeping: Hygiene, not Just Cleanliness, Outsourcing, Training and motivations, Eco-Friendly Amenities, Products, and Processes, New Scientific Techniques.

**REFERENCE BOOKS:**

1. Hotel, Hostel & Hospital Housekeeping – Joan c. Branson & Margaret Lennox.
2. Housekeeping Supervision Volume 1 &2 – Jane Fellows.
3. The Professional Housekeeper – Georgina trucker & Modeleri Schneider.
4. Professional Management of Housekeeping Operations – Rebert J .Marti.
5. Hotel House- Keeping Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications).
6. Accommodation and cleaning Services – David M.Allen.

***ALLIED I:***

***ACCOMMODATION OPERATION PRACTICAL (CREDIT 2)***

- Laundry
- Laundry Equipment
- Laundry Agents
- Guest Laundry
- Stain Removal
- Types of Fiber
- Identification of Fabric
- Types of Weaving
- Various Types of Room Decoration
- Flower Arrangement
- Pest Control
- First aid Procedures.

**REFERENCE BOOKS:**

1. John c. branson, Margaret lennox. Hotel, hostel and hospital housekeeping: London. ELST publications.5<sup>th</sup> edition. 1996.
2. Madelin Schneider, georgina tucker, mary scoviac. The professional housekeeper: new York. John wiley and sons, inc. 4<sup>th</sup> edition. 1999.
3. David M.Allen. Accommodation and cleaning services: Cheltenham. Stanley thrones publishers. 8<sup>th</sup> edition.1995.
4. Youvonne johns. Hospitality and catering GNVQ: new York. Butter worth and heinmann publshers. 2<sup>nd</sup> edition.1995.
5. Amrit singh sudan. Housekeeping management: new delhi. Anmol publication pvt. Ltd. 1<sup>st</sup> edition.2002

**ALLIED II:**  
**FOOD AND BEVERAGE MANAGEMENT - I (CREDIT 2)**

**Objectives:**

- To understand the regulation of cost and revenue of operating the catering activity in hotels and food and beverage establishments.
- To formalize and update knowledge in order to improve the profitability and productivity of food and beverage service.

**UNIT-1**

Food And Beverage Management: Introduction, Food And Beverage Function, Responsibilities & Objectives Of Food And Beverage Management. Constraints Of Food And Beverage Management.

**UNIT-2**

Costing -Introduction-Definition- Scope And Advantages of Costing, Elements Of Cost -Cost Controlling Techniques-Reasons For High Food Cost. Types of Cost - Food, Labour, Overhead. Staff Meals Calculation.

**UNIT-3**

Purchasing, Nature Of Purchasing, Duties Of Purchase Manager, Purchasing Procedure, Selection Of Supplier, Aids To Purchasing Of Food And Beverage, Standard Purchasing Specifications For Food And Beverage, Receiving: Objective, Receiving Procedure, Receiving Of Expensive Commodities, Returnable Containers, Blind Receiving, Dispatch To Stores Or User Department, Clerical Procedure And Forms Used.

**UNIT-4**

Inventory Control - Store Room Design - Dispensing With Perpetual Inventory Cards And Requisition. Store Room Inventory- Inventory Taking Procedure- Discrepancies Between Card And Actual Account - Booking Inventory Versus Actual Inventory -Use Of Inventory Control Forms-Calculation Book Inventory- Open Stock Inventory - Inventory Turnover Calculation.

**UNIT-5**

Introduction To Beverage Costing- Objectives Of Beverage Controls- Difference Between Food Cost And Beverage Cost-Control Tools- Measuring Devices- Corkage Liquor Control Methods - Standard Cost Control Method-Bar Procedure -Purchase Of Liquor- Malpractice In Bar- Purchasing, Receiving And Issuing Procedure- Beverage Sales Control-Legal Requirements - Maintaining Stock Register Both From Cellar And Dispense Bar.

## **REFERENCE BOOKS:**

1. Bernard Davis, Andrew Lockwood and Sally Stone. Food & Beverage Management: Great Britain. Butterworth - Heinemann Publishers. 3<sup>rd</sup> Edition. 2005
2. Jagmohan Negi. Food And Beverage Management And Cost Control: New Delhi. Kanishka Publishers. 1<sup>st</sup> Edition. 1999.
3. Mohini Sethi. Institutional Food Management: New Delhi. New Age International Publishers. 1<sup>st</sup> Edition. 2004
4. Amrik Singh Sudan. Food And Beverage Management: New Delhi. Anmol Publications Pvt. Ltd. 1<sup>st</sup> Edition .2002.

## ***ALLIED II: HOSPITALITY MARKETING (CREDITS 1)***

### **Objectives:**

- To appraise the student to tackle the competitive market situation
- To have clear distinctive study on hospitality products and their marketing ways

### **UNIT-1**

Introduction To Hospitality Sales And Marketing Hospitality Marketing. Sales And Marketing Cycle, Structure Of Industry, Marketing Definition, Identifying Customer Needs, Selling And Promotion, Hospitality Products. Relationship Marketing, Guest Preferences. Service Marketing Concepts - Hospitality Marketing Mix. The 8 Ps Of Marketing. Evolution Of Market - Global And Indian Tourist Market. Market Segmentation - Concept, Relevance To Hospitality Industry, Market Segment Groups. Types Of Services, Defining And Delivering Customer Value And Satisfaction Value Chain - Delivery Network, Marketing Environment, E Business - Setting Up Websites.

### **UNIT-2**

Marketing Plan The Marketing Term. The Marketing Plan- Selection Target Markets, Positioning The Property / Outlet, Development And Implementing Marketing Action Plans, Monitoring And Evaluation The Marketing Plan.

Buyer Behavior – Market Segmentation And Targeting, Positioning And Differentiation Strategies, Product Life Cycle Strategic, New Product Development, Product Mix And Product Line Decision Branding And Packaging Price Setting – Objectives, Factors And Methods, Price Adapting Policies, Initiating And Responding To Price Changes.

### **UNIT-3**

Sales Techniques For Hotel Industry – The Marketing And Sales Division, Components Of A Sale, Types Of Sales In Different Departments Of A Hotel. Telemarketing. Internal Merchandising –In- House Sales Promotion, Special Service In In-House Sales. Sales Forecasting-Long Term And Short Term Restaurant And Lounge Sales Positioning – Merchandising Food And Beverage, Promotion Of Restaurants And Long Facilities, Building Repeat Business Banquet And Conference Sales.

### **UNIT -4**

Advertising, Public Relations And Publicity – Effective Hotel Advertising – Brochures. Sales Material Designing. Advantages Of Advertising – Indoor And Out Door Competitive Marketing Identification And Analyzing Competitors Designing Competitive Strategies For Leaders, Challengers, Followers And Niche Customers Global Target Market Selection, Standardization Vs Adaptation, Product, Pricing Distribution And Promotional Policy.

### **UNIT-5**

Channel Decision – Nature And Types Of Marketing Channels, Channel Design Channel Management Decisions – Selection, Training, Motivation And Evaluation Of Channel Member Channel Dynamics – VMS,HMS,MMS. Marketing Logistic Decision Retailing Wholesaling And Physical Distribution. Marketing Information Of MIS – Accounting And Finance Management – Marketing Management – Role of Computers In MIS-Data Base Concepts – Decision Support System. E Business Setting Up Websites.

### **REFERENCE BOOKS:**

1. Philip Kotler. Marketing Management.
2. Jagmohan Negi. Hospitality Sales And Marketing
3. Rajan Saxena. Marketing Management: Tata Mcgraw Hill, 2002.
4. Ramphal And Gupta. Case And Simulations In Marketing: Golgatia, Delhi.
5. Ramasamy And Namakumari. Marketing Management: Macmilan India.2002
6. S.Jayachandran. Marketing Management: TMH, 2003.