SCHOOL OF PROFESSIONAL STUDIES
DEPARTMENT OF HOSPITALITY MANAGEMENT AND CATERING TECHNOLOGY
Bachelor of Hotel Management (BHMR)
VI SEMESTER
Course: - Introduction to Chinese & Thai Cuisine

Course Code: 07ABHMR21611   **Credits: 02**

Unit 1: CHINESE CUISINE

1.1 Introduction to Chinese Cuisine
1.2 Features of Chinese Cuisine
1.3 Regional Classification of Chinese Cuisine
1.4 Ingredients Used in Chinese Cuisine
1.5 Chinese cuisine- Methods of cooking
1.6 Chinese- Glossary terms

Unit 2: THAI CUISINE

2.1 Introduction to Thai Cuisine
2.2 Features of Thai Cuisine
2.3 Regional Classification of Thai Cuisine
2.4 Ingredients Used in Thai Cooking
2.5 Thai - Methods of cooking
2.6 Thai - Courses of the Menu

Unit 3: ACCOMPANIMENTS AND GARNISHES

3.1 Classical vegetable accompaniments
3.2 Potato preparations
3.3 Garnishes, accompaniments for popular dishes and emerging trends

Unit 4: DIET PLANNING

4.1 Importance of planning diet – balanced diet
4.2 Factors to be considered while planning a diet.
4.3 Food groups and a balanced diet
4.4 Factors influencing food intake and food habits

Course: - Introduction to Chinese & Thai Cuisine (Practical)

Course Code: 07ABHMR21611   **Credits: 02**

Practical 1:
Chinese Menu 1

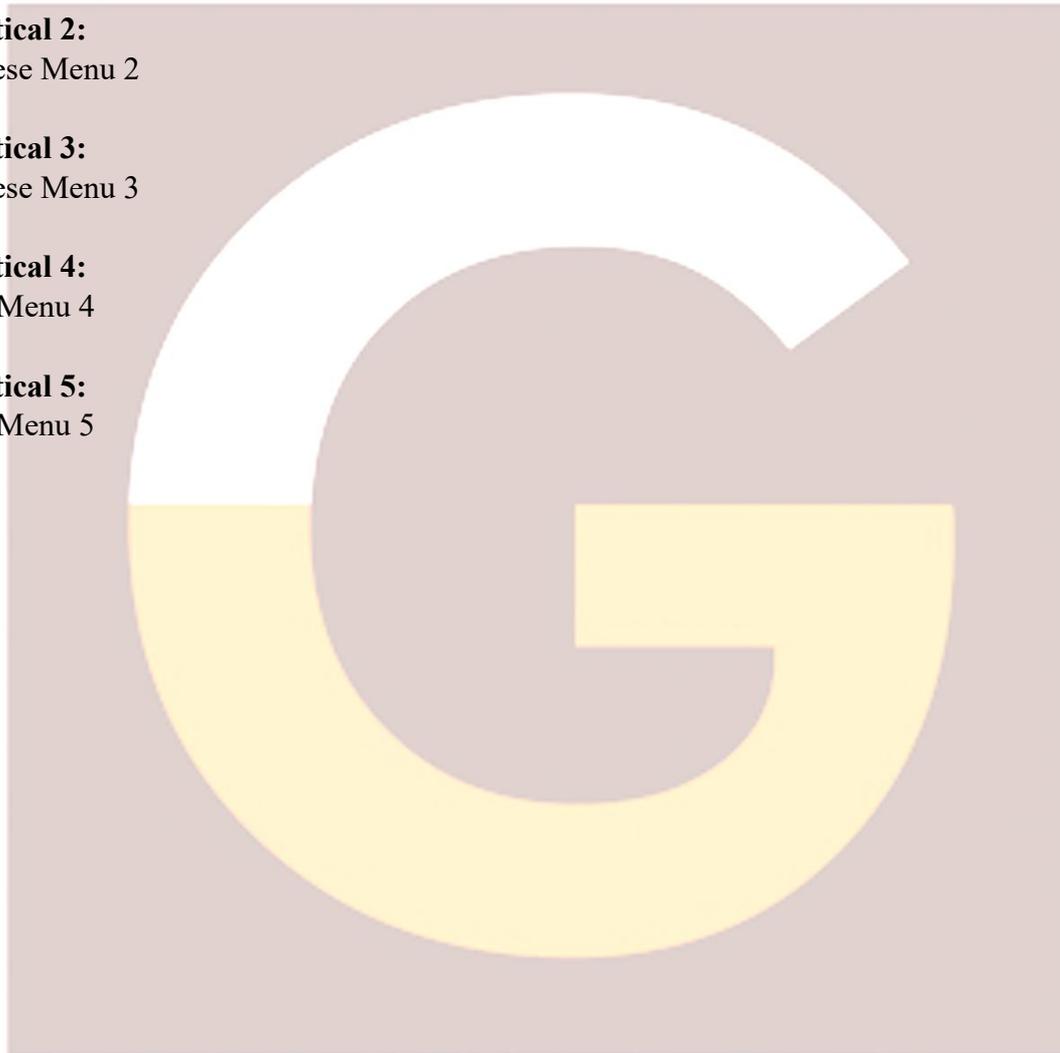**Practical 2:**
Chinese Menu 2

Practical 3:
Chinese Menu 3

Practical 4:
Thai Menu 4

Practical 5:
Thai Menu 5

Course: - Food and Beverage Service Management-II

Course Code: 07ABHMR21612   **Credits: 03**

Unit 1: AN OVERVIEW OF BEVERAGE MANAGEMENT

1.1 Introduction to Beverage Management
1.2 The hospitality industry and its products
1.3 Bar and beverage management, beverage costing
1.4 Compiling various wine and drink lists
1.5 Inventory, Storage.
1.6 Bar stock taking and inventory.
1.7 Determining stock levels.
1.8 Bar frauds and best practices.
1.9 Books and records in the bar.

Unit 2: MENU ENGINEERING, BUDGETING, AND REVENUE MANAGEMENT IN RESTAURANTS

2.1 Definition and Objective of menu engineering
2.2 Analysis and Action
2.3 Menu merchandizing
2.4 Menu selection and process involved in executing.
2.5 Various styles of menu printing and themes, concepts
2.6 Revenue Management in F & B Service.
2.7 Budgeting
2.8 Forecasting
2.9 Restaurant Revenue Management

Unit 3: FACILITY PLANNING AND DESIGN OF SERVICE AREAS

3.1 F & B Function areas
3.2 Foodservice outlets
3.3 Lounges and Bars Layouts
3.4 Conference, banqueting, and function rooms.
3.5 Modern Food and beverage service equipment and its manipulation.

Unit 4: RECENT CONCERNS AND TRENDS

4.1 Future of quick service restaurants
4.2 Concepts of dining practices
4.3 Technology in the Food and Beverage Industry.
4.4 Food and beverage software, functioning of POS
4.5 Food and beverage retail industry an overview.

Course: - Food and Beverage Service Management-II (Practical)

Course Code: 07ABHMR21612   **Credits: 02**

Practical 1:

Planning of a five-course menu with cost price and selling price
A' la carte Menu Planning:
The student should compile a French A' la
Carte menu comprised of
A) Starter (3 Dishes)
B) Soup (3 Soups)
C) Main Course (7 Dishes) and
D) Dessert (3Dishes)
E) Beverages (two)
With appropriate accompaniment and
justified pricing. The student will be
examined on :

- The dishes compiled.
- The accompaniments mentioned.
- The order-taking skills, based on

the compiled menu.

Practical 2:

Finding APC, cover turnover

Practical 3:

Planning of a beverage list (One set of bar menu &; One set of Mocktail menu
With cost) Beverage List: Students should compile a beverage list comprising of aperitifs (3
brands), wines and beer (5 brands each), spirits (5 brands each of 5 popular spirits), cocktails
(any 10 cocktails), and liqueurs (10 brands), with appropriate pricing.

Practical 4:
Cocktail and Mocktail making
Cocktails and Mocktails: Students should prepare one cocktail/mocktail by picking a chit
from the below-mentioned list.(classical cocktails 15 no's, innovative 5 no's, and 10
mocktails.)
The student will be examined on
1) Recipe writing,
2) Costing and 3) Making of the Cocktail /Mocktail, with appropriate glass and garnish

Practical 5:
Stock taking, inventory, and Duty rosters

Practical 6:
Situation Handling- Students should handle a situation given
by the external examiner.

Course: - Accommodation Management-II

Course Code: 07ABHMR21613   **Credits: 02**

Unit 1: REVENUE MANAGEMENT

1.1   Concept and Importance
1.2   Applicability to Rooms Division
1.3   Capacity Management
1.4   Discount Allocation
1.5   Duration Control
1.6   Measuring Revenue
1.7   Elements of Revenue Management
1.8   Skills and Qualities of a Revenue Manager

Unit 2: PLANNING AND EVALUATING FRONT OFFICE OPERATIONS

2.1   Management Functions
2.2   Establishing Room Rates
2.3   Hubbard's Formula, Rule of Thumb Approach, Market Condition Approach
2.4   Forecasting Room Availability
2.5   Budgeting for Operations
2.6   Evaluating Front Office Operations

Unit 3: FACILITIES PLANNING & MANAGEMENT

3.1   Factors in Planning & designing hospitality facilities.
3.2   Stages in developing hospitality property.
3.3   Planning Guest rooms and en-suite bathrooms, safety SOPs in guestrooms
3.4   Meaning & Components of Facilities Management
3.5   Role of a Facilities Manager

Unit 4: PROGRESSIVE HOUSEKEEPING

4.1   New property operations
4.2   Renovation – procedures, and tasks involved.
4.3   Trends in Hotel Housekeeping
4.4   Ecotels and eco-friendly housekeeping
4.5   Performance appraisal, employee motivation, teamwork, and leadership

Course: - Hospitality Marketing

Course Code: 07ABHMR21615   **Credits: 02**

Unit 1: INTRODUCTION TO HOSPITALITY MARKETING

1.1 Meaning and Definition - Nature and Scope - Feature / Characteristics - Concepts of Marketing
1.2 Customer Expectations from hospitality services - Solving Customer's Problems
1.3 Relevance of Sales & Marketing in the Hospitality Industry

Unit 2: HOSPITALITY MARKETING MIX

2.1 Meaning and Definition of Marketing Mix
2.2 Product / Service Mix
2.3 Price Mix
2.4 Promotion Mix
2.5 Place Mix
2.6 People
2.7 Physical Evidence
2.8 Process

Unit 3: THE MARKETING ENVIRONMENT AND MARKETING SEGMENTATION, TARGETING, AND POSITIONING

3.1 The importance of Environmental scanning - Types of Environments
3.2 Meaning, Importance, and Basis of Market Segmentation
3.3 Essentials of sound market segmentation
3.4 STP Strategy- Segmentation, Targeting & Positioning Strategies

Unit 4: CONSUMER BEHAVIOUR IN THE HOTEL INDUSTRY AND MARKETING RESEARCH

4.1 Factors Influencing Consumer Behavior
4.2 Buying decision process.
4.3 Meaning and Definition of Marketing Research, Stages of Marketing Research for Services
4.4 Types and Methods of Market Research

Course: - Computers in Hospitality Service

Course Code: 07ABHMR21616   **Credits: 02**

Unit 1: ROOMS MANAGEMENT AND ACCOUNTING MODULE
1.1   Functions, Room Status, and Room Status Definitions
1.2   Room and Rate Assignment
1.3   In-house guest information housekeeping functions
1.4   Accounting Module functions
1.5   Types of Accounts and posting entries to Accounts
1.6   Night Audit Routine and account settlement
1.7   Reports

Unit 2: PROPERTY MANAGEMENT SYSTEM INTERFACE
2.1 Point of sale systems
2.2 Call accounting systems
2.3 Electronic locking systems
2.4 Energy management systems
2.5 Auxiliary guest services
2.6 Guest-operated devices

Unit 3: SELECTING AND IMPLEMENTING THE COMPUTER SYSTEMS

3.1. Analysing current information needs
3.2 Collecting sales information.
3.3 Establishing system requirements.
3.4 Determining data process.
3.5 Proposals from Vendors
3.6 Site Surveys and Product Demonstration
3.7 Evaluating vendor proposals and establishment of contracts.
3.8 Installation Factors
3.9 Acceptance Testing

3.10 Contingency Planning and vendor support

Unit 4: FOOD AND BEVERAGE SERVICE APPLICATIONS
4.1 Point of sale order entry units
4.2 POS Printers
4.3 POS account settlement device
4.4 POS computer-based checks
4.5 POS Software
4.6 Automated beverage control systems
4.7 Different types of dispensing units
4.8 Reports