

U.P Technical University, Lucknow

Scheme of Examination for Bachelor of Hotel Management & Catering Technology (BHMCT) – VIII Semester

S. No.	Subject Code	Subject Name	Periods per Week			Evaluation Scheme			Examination	Subject Total
						Sessional				
			Theory	L	T	P	CT	TA	Total	
1.	HMCT-801	Advanced Food Production	3	1	0	15	10	25	50	75
2.	HMCT -802	Advanced Food & Beverage Service	3	1	0	15	10	25	50	75
3.	HMCT -803	Management Information System	3	1	0	15	10	25	50	75
4.	HMCT -804	Advanced Hotel House Keeping	3	1	0	15	10	25	50	75
5.	HMCT -805	Hospitality Marketing Management	3	1	0	30	20	50	100	150
		PRACTICAL	--	--	--	--	--	--	---	---
6.	HMCT -851	Advanced Food Production	0	0	8	30	20	50	75	125
7.	HMCT -852	Advanced Food & Beverage Service	0	0	4	15	10	25	50	75
8.	HMCT -853	Management Information System	0	0	2	15	10	25	50	75
9.	HMCT -854	Advanced Hotel House Keeping	0	0	2	15	10	25	50	75
10.	HMCT -855	PROJECT WORK						50	100	150
11.	GP-801	General Proficiency	--	--	--	--	--	50	---	50
		Total	15	5	16	--	--	--	---	1000

TA – Teacher Assessment

CT- Class Test

ESE- End Semester Examination

L/ T/ P – Lecture/ Tutorial/ Practical

Note: Duration of ESE shall be 3 (Three) Hrs. for subjects carrying 100 Marks & 2 (Two) Hrs. for subjects carrying 50 marks.

HMCT-801 ADVANCED FOOD PRODUCTION

OBJECTIVE

To provide an in-depth knowledge of purchasing and kitchen management, and also important knowledge of hot and cold desserts

COURSE CONTENT

UNIT 1

KITCHEN MANAGEMENT

Objectives, Food preparation areas, kitchen planning and layout, kitchen organization, basic knowledge for kitchen staff, food service system, selection of supplier, purchasing, market study, receiving food, inventory management, store management, indenting, distribution of food and holding food

UNIT 2

QUALITY CONTROL PROCEDURE

Cost control, quality control, portion control, waste control and budgetary control

KITCHEN RECORDS AND FORMATS

Different records, registers, vouchers, formats, tags and color-coding

UNIT 3

DEFERENT INTERNATIONAL CUISINES

Basic knowledge of Ingredients, their uses & Dishes with Recipes of following Cuisines:-

1. Chinese
2. Italian
3. Indonesian
4. Japanese
5. Mexican
6. Middle Eastern,
7. Thai
8. Spanish
9. American

UNIT 4

LARDER

- a) Definition, function, Importance, Layout and planning of LARDER department.
- b) Staff organization.
- c) Cold food presentation.
- d) ASPIC and chaudfroid.
- e) Sandwiches and canapés
- f) Cold Starters.
- g) Charcuterie
- h) Sausage, terrines, galantines, pate, mousses.
- i) Control of expensive commodities meat tag.

HMCT 851 PRACTICALS

1. Quality Control Process
2. Kitchen Management
3. International cuisines

RECOMMENDED BOOKS

1. On Cooking – labensky
2. Theory of Catering- Kinton Cesrani
3. Theory of Catering – K. Arora
4. Menu Planning – Kivela
5. Hotel Management – U.K.Sing
6. International Kitchen – Van Nostrand

HMCT-802 ADVANCED FOOD & BEVERAGE SERVICE

UNIT 1:-INTERNATIONALCUISINE, CLASSICAL DISHES/ACCOMPANIMENTS/ MENUS/SERVICE

Mediterranean, oriental, American, French, Middle East, Italian, Mexican, German, Spanish, Japanese.

UNIT 2 :RESTAURANT PLANNING AND DESIGNING

- a. Space utilization & management
- b. Floor plan & layout plan (on scale)
- c. Determination of lighting & interim
- d. Designing & Decoration
- e. Planning for equipments and manpower
- f. Menu planning & SOPs

FAST FOOD OPERATION & MANAGEMENT

- a. Study of Management & Indian Corporate
- b. Calculation of sales, forecasting cost & budgetary control, break-even analysis.
- c. Pick up & delivery operation & system.
- d. Designing & SOPs

UNIT 3:- INDUSTRIAL/INSTITUTIONAL, HOSPITAL CATERING SERVICES

- a. Planning, organizing & control.
- b. Determination of capacity in context with speed time & space.
- c. Menu planning & role of dietician.
- d. Cost calculations & determination of subsidy
- e. Manpower planning
- f. Food Handling-Bonded Area Management

UNIT 4:-FOOD & BEVERAGE SERVICE IN CREWLINERS & AIRLINES

Deck Management, Menu Planning

Ground Management, Tray/Trolley Set Up

Services on the Ship/Craft, Food Delivery System

PRACTICAL

HMCT-852

1. Table layout and services for different types of meals
2. Layout and drawing of the functions prospectus and identifying its appropriate usage
3. Planning of different types of buffet counters and setting the counters
4. Preparation of function checklist of buffet
5. Assignment on buffet menu planning
6. Planning the table layouts of different types of banquet function
7. Seating plans of different Banquets. Preparation of charts, Name cards etc.
8. Food and beverage-how to serve in banquets
9. Visiting hospitals to understand the flow of service of food for patients.
10. To visit fast food outlets of the city and the domestic airport for understanding the catering aspects.

TEXT READINGS

Jaffrey T Clarke	Table and Bar
Dennis R Lilicrap	Food and Beverage Service
Matt A Casdo	Food and Beverage Service
Michael M Coltman	Beverage Management

HMCT-803 MANAGEMENT INFORMATION SYSTEM

OBJECTIVE

Students in previous semesters have gone through the basic operations of Front Office. Now the different aspects of Front Office like PMS, MIS etc., will be covered in this semester. Further aspects like tariff formulation budgetary control etc will also be dealt with, in detail.

COURSE CONTENT

UNIT 1

MANAGEMENT INFORMATION SYSTEM (MIS)

- a. Concept
- b. MIS design & Functions
- c. Managing Multi processor Environment
- d. MIS Security Issues
- e. MIS Performance Evaluation

UNIT 2

COMPUTER BASED RESERVATION SYSTEM

- System Global Distribution System
- Inter Sell Agencies
- Central Reservation System (CRS)
- Affiliate & Non Affiliate System
- Property Level Reservation
- Reservation Inquiry
- Determination of Availability
- Creation of Reservation Record
- Maintenance of Reservation Records
- Generation of Reports
- New Developments
- Reservation through the Internet

UNIT 3

PROPERTY MANAGEMENT SYSTEM INTERFACES

- Point of Sale System (POS)
- Cash Accounting system (CAS)
- CAS / PMS Advantages & Concerns
- Electronic locking system
- Energy Management system
- Auxiliary guest services. guest operated devices
- In room vending system
- Guest information system.

UNIT 4

- Budget and budgetary control

- Basis of charges & tariff formulation for the rooms
- Occupancy forecasting
- Yield management.

Practical

HMCT-853

- To be familiar with the functions of MIS in Hospitality industry.
- Group Discussion on MIS security issues in organizations.
- Interact with the CRS and GDS software module.
- Handling of PMS software.
- To be familiar with strategy of budgetary control and tariff formulations.
- Demonstrate formulation of Occupancy forecasting and Yield management in Hospitality industry.

TEXT READING

Bruce Braham	Hotel Front Office
James A Bardi	Hotel Front Office Management
D P Goel	Managing information system
M J Kasavana	Application of Computers in hospitality Industry

HMCT- 804- ADVANCED HOTEL HOUSE KEEPING

OBJECTIVE

The aim of the syllabus is to make the students aware of new concepts of house keeping, handling housekeeping personnel, budget handling etc, beside that making student aware of new environment friendly concept of house keeping department:

COURSE CONTENT

UNIT 1

MANAGING HOUSEKEEPING PERSONAL

- Documents for Personnel Management
- Determining Staff Strength – Recruiting, Selection, Hiring, Orienting & Training
- Scheduling
- Motivating Employees, Performance Appraisal
- Time & Motion Studies & Job Analysis
- Teamwork & Leadership
- Employee Welfare & Discipline

UNIT 2

PLANNING & ORGANISING IN THE HOUSEKEEPING DEPARTMENT

- Area Inventory List
- Frequency Schedules
- Performance Standards
- Productivity Standards
- Inventory Levels
- Standard Operating Procedures & Manuals
- Job Allocation
- Manpower Planning
- Planning Duty Roaster

UNIT 3

HOUSEKEEPING BUDGETING

- Concept & Importance
- The Budget Process
- Operational & Capital Budget
- Housekeeping Expenses

UNIT 4

ENERGY CONSERVATION METHODS & ECO FRIENDLY CONCEPT IN HOUSEKEEPING

- Ecotels – Certification, Choosing an Eco Friendly Site Hotel Design & Construction
- Energy Conservation
- Water Conservation
- Eco friendly Amenities Products & Processes
- Environment friendly House keeping

PRATICALS

HMCT-854

1. Designing rooms for different categories of guests
 - a. Handicapped
 - b. Children
 - c. V.I.P., etc.
2. Coordinate with Hotel Purchase System for ordering
3. Purchase, storing and inventory controls
4. To prepare checklist for public and non public areas
5. Practical training at Training hotel in Housekeeping
6. Revision and recapulation of previous semesters

TEXT READING

G. Raghubalan Hotel House keeping (Operations & Management)

Margaret M Kappa, Nitschke AHLA (Introduction to House keeping)

Gray& Liguon Hotel & Motel Management & operations

Hawade Shobo Shinasha Hotel Design

HMCT-805 HOSPITALITY MARKETING MANAGEMENT

COURSE CONTENT

UNIT 1

Introduction, meaning marketing vs. selling, 7 ps of marketing

The customer: wants, needs, perception, buying capacity understanding services as

Product: characteristics of services, challenges involved in service marketing. The buying decision process.

THE HOSPITALITY MARKETING FUNCTION

Characteristics of hospitality business.

The concept of marketing Mix

Products life cycle

The Hospitality products/services mix.

UNIT 2

MANAGING THE MARKETING SYSTEM

Strategic Marketing

The concept of strategy

The concept of strategic planning

The strategic Marketing system

Strategy selection

Problems with strategic plan

The Marketing Plan

Marketing Management vs. strategic Planning

Requirements for a marketing plan

Step or Development of a Marketing Plan

The marketing budget

UNIT 3

MARKET SEGMENTATION

What is market segmentation, why segment market

Segment identification

Segment selection

Segment development

Pricing

Factors to consider when setting price

General pricing approaches

Pricing strategies

UNIT 4

CHANNELS OF DISTRIBUTION

Owning and Managing

Franchising

Consortiums

Reservation

Affiliations

Representative firms

Incentive houses

Travel Agents

Tour Operators

UNIT 5

MARKETING COMMUNICATION AND PROMOTION

Advertisement: types, contents, media, frequency and budget Measuring Advertisement effectiveness.

Publicity, Public Relation, Direct/Personal Selling, process of Personal Selling.

E-commerce marketing. Sales Promotion, Merchandizing, Suggestive selling

TEXT READINGS:

Roberts C. Lewis	Cases in Hospitality Marketing & Management
John Roberts	Marketing for the Hospitality Industry

Robert D. Raid	Hospitality Marketing Management.
Dennis L. Foster	Marketing Hospitality Sales & Marketing for Hotels, Motels & Resorts
Roberts C. Lewis	Marketing Research.

HMCT -806 -PROJECT WORK

Students will have to make a project on a topic related to Hospitality Industry.

Broad Guidelines for the Submission of Synopsis of Research Project Report

The synopsis for the Research Project Report is to be submitted with following details:

1. Introduction to the topic(not more than 150 words)
2. Research objectives (not more than 100 words)
3. Scope of research (not more than 100 words)
4. Literature review (not more than 150 words)
5. Research methodology (not more than 250 words)
 - a. Methods of data collection
 - b. Data source
 - c. Sample design
 - d. Universe

- e. Sample type
 - f. Sample size
 - g. Sample unit
 - h. Hypothesis (if any)
 - i. Statistical tools to be used
6. Proposed cauterization plan
 7. Bibliography for the proposed research study