

GARDEN CITY UNIVERSITY
BACHELOR OF HOTEL MANAGEMENT
SEMESTER - VI
Course: ACCOMMODATIONS MANAGEMENT-II

COURSE CODE : 07ABHMR17613

CREDITS : 04

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
- 1.9 Uses of Revenue management

Unit 2: Planning and evaluating front office operations

- 2.1 Management Functions
- 2.2 Establishing Room Rates
- 2.3 Basis of Charging
- 2.4 Plans, Competition, Customer's Profile, Standards of Service and Amenities
- 2.5 Hubbart's Formula, Rule of Thumb Approach, Market Condition Approach
- 2.6 Forecasting Room Availability
- 2.7 Budgeting for Operations
- 2.8 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
- 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

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SEMESTER- VI
Course: COMPUTERS IN HOSPITALITY SERVICES

CODE: 07ABHMR17616

CREDITS: 04

Unit – 1 Rooms Management and Accounting Module

- 1.1.Functions, Room Status and Room Status Definitions Accounting Principles – Concepts and Conventions
- 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 Analyzing current information needs
- 3.2 Collecting sales information
- 3.3 Establishing system requirements
- 3.4 Determining data to 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

Course: COMPUTERS IN HOSPITALITY SERVICE- I- PRACTICAL

CODE: 07AHMCH17655

1. Front office module Make reservation, modify, cancel, re-instate reservation and no-show, hotel position
2. Reserved guest messages, assign guest room , Check-in, Walk in check-in
3. Post Charges, Paid out, allowance, Splitting Folio, Check-out, Settlement
4. Point of Sale Module, Table Booking, Order Entry, Raise KOT
5. Make Changes in KOT Table Transfer Bill Print, Settlement, Identifying Modules , Generating Front Office and Point of Sale Reports

GARDEN CITY UNIVERSITY
PROGRAMME: BACHELOR OF HOTEL MANAGEMENT (BHM)
SEMESTER – VI

Course: FOOD AND BEVERAGE SERVICE MANAGEMENT-II THEORY

Course Code: 07ABHMR17612

Credits: 04

UNIT1

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 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 Food service outlets

3.3 Lounges and bars Layouts

3.4 Conference, banqueting and function rooms

3.5 Modern Food and beverage service equipment's 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 Food and Beverage industry

4.4 Food and beverage software, functioning of POS

4.5 Food and beverage retail industry an overview

FOOD AND BEVERAGE SERVICE MANAGEMENT-II PRATICAL

1.Planning of a five course menu with cost price and selling price

A' la carte Menu Planning :

Student should compile a French A' la Carte menu comprising 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 :

1. The dishes compiled
2. The accompaniments mentioned
3. The order taking skills, based on the compiled menu

Finding APC, cover turnover

2. **Planning of a beverage list** (One set of bar menu & One set of Mocktail menu with cost)
Beverage List: Student should compile a beverage list comprising of aperitifs (3 brands), wines and beer (5 brands each), spirits (5 brands each of 5 popular spirits), cocktail (any 10 cocktails) and liqueurs (10 brands), with appropriate pricing.
3. **Cocktail and Mocktail making**
Cocktails and Mocktails: Students should prepare one cocktail / mocktail by picking a drink 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
4. **Stock taking, inventory and Duty rosters**
5. **Situation Handling**
Students should handle a situation given by the external examiner.

**GARDEN CITY UNIVERSITY
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SEMESTER- VI**

Course: HOSPITALITY MARKETING

CODE: 07ABHMR17615

CREDITS: 04

Unit – 1 Marketing Foundation

- 1.1.Introduction to Marketing
- 1.2.Needs, Wants and Demands of the Consumer
- 1.3. Definition of Products and Services; Markets; Marketing
- 1.4.The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept
- 1.5.The Societal Marketing Concept
- 1.6.The Marketing Process
- 1.7. Service Characteristic of Hospitality and Tourism Business
- 1.8.Application of Hospitality Marketing in Hotels
- 1.9.Consumer Behavior Model
- 1.10. Case study on Hospitality Marketing

Unit: 2 Consumer Behaviour

- 2.1.Characteristics of Marketing Environment
- 2.2. Consumer Markets and Consumer Buyer Behavior
- 2.3.Micro and Macro Environment
- 2.4.Characteristics of Environment
- 2.5. Factors Affecting Consumer Behaviour
- 2.6. Buying Decision Behaviour
- 2.7. The Buyer Decision Process
- 2.8.Emerging Trends in Hospitality Marketing
- 2.9.Marketing Research

Unit: 3 Marketing Mix

- 3.1.Marketing Mix(8 P's)
- 3.2.Distribution Channels
- 3.3.Product Pricing and Services Strategy
- 3.4.Nature and Importance of Distribution System
- 3.5.Marketing Intermediaries
- 3.6.What is Product
- 3.7.Product Classification
- 3.8. Individual Product Decisions

- 3.9.Product Life Cycle
- 3.10. Approaches to hospitality service pricing.

Unit-4 Marketing Approaches

- 4.1.Public Relations
- 4.2.Sales Promotions and Integrated Marketing Communication
- 4.3.The Marketing Communications Mix
- 4.4.The Changing Face of Marketing Communications
- 4.5.Integrated Marketing Communications
- 4.6.Socially Responsible Marketing Communication
- 4.7.Advertising, Sales Promotion, Public Relations, The Public Relation Process
- 4.8. Personnel Selling
- 4.9.Direct Marketing
- 4.10. Technology and its applications in Marketing.

GARDEN CITY UNIVERSITY
BACHELOR OF HOTEL MANAGEMENT
SEMESTER- VI
COURSE: - INTRODUCTION TO CHINESE CUISINE AND THAI CUISINE

CODE: 07ABHMR17611

CREDITS: 04

UNIT-1 CHINESE CUISINE

- 1.1 Introduction to Chinese cuisine (k, L)
- 1.2 Features of Chinese cuisine ((k, L)
- 1.3 Regional classification (k, L)
- 1.4 Ingredients (k, L, A, AP)
- 1.5 Methods of cooking (k, L, A, AP)
- 1.6 Courses of the Menu and emerging trends. (k, L, A, AP)

UNIT-2 THAI CUISINE

- 1.1 Introduction to Thai cuisine (k, L)
- 1.2 Features of Thai cuisine (k, L)
- 1.3 Regional classification (k, L)
- 1.4 Ingredients (k, L, A, AP)
- 1.5 Methods of cooking (k, L, A, AP)
- 1.6 Courses of the Menu (k, L, A, AP)

UNIT-3 ACCOMPANIMENTS AND GARNISHES

- 3.1 Classical vegetable accompaniments (k, L)
- 3.2 Potato preparations (k, L)
- 3.3 Garnishes, accompaniments for popular dishes and emerging trends (k, L, A, AP)

UNIT-4 DIET PLANNING

- 4.1 Importance of planning diet – balanced diet (k, L, A)
- 4.2 Factors to be considered while planning diet (k, L, A)
- 4.3 Food groups and balanced diet (k, L, A, AP)
- 4.4 Factors influencing food intake and food habits (k, L, A, AP)

PRACTICAL

Total Credits: 2

Total Hours: 30

1. Menu- CHINESE -1
2. Menu- CHINESE -2
3. Menu- CHINESE -3
4. Menu- CHINESE -4
5. Menu- CHINESE -5
6. Menu- THAI -1
7. Menu- THAI -2
8. Menu- THAI -3
9. Menu- THAI -4
10. Menu- THAI -5

**GARDEN CITY UNIVERSITY
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SEMESTER- VI**

Course: PROJECT WORK

CODE: 07ABHMR17614

CREDITS: 04

The objective of the Project Work

Keeping in view with the diverse nature of Tourism & Hospitality industry & its long- term implications on the economy, society, culture & environment, it is mandatory to carry out project work to sharpen the research skills, to develop a practical understanding of the Hospitality industry and to attain field experience.

Project Concept

Students are required to prepare a project on a topic which provides solutions for the problems faced by the stakeholders in the hospitality industry. The topic can be related to any operational and management aspects of the hospitality industry.

Project Approval

The project proposal of the students will be examined by a panel of experts based on a set of project evaluation criteria, and approval will be granted to carry out the project work.

Project Framework

1. The front page should include Name of the University, Project undertaken, and Register Number & Name.
2. Declaration Certification
3. Acknowledgment
4. Certificate of approval
5. Introduction
6. Review of Literature
7. Problem Definition
 - 7.1. Need for study
 - 7.2. Problem Definition
 - 7.3. Research objective
 - 7.4. List of Information
8. Research Methodology
 - 8.1. Research design
 - 8.2. Source of data
 - 8.3. Instrumentation of data collection
 - 8.4. Sampling Design
9. Analysis, Findings & Interpretation.
10. Suggestions & Recommendations.
11. Conclusion
12. Limitation
13. Bibliography
14. Annexure

Project Evaluation

As per the GCU – Multi Assessment Provision (MAP

