Suggested Readings:
2. Burkart and Madlik: Tourism: Past, Present and Future, Heinemann, EIBS.

SECOND YEAR, THIRD SEMESTER

301 : FOOD PRODUCTION-III

Objective: To develop knowledge of professional cookery in hotel and catering industry. To induce professional competence among all the professionals.

Unit I Milk and milk products, composition of milk, types of milk, cream and its types, yoghurt, cheese, manufacturing process of cheese, classification of cheese, ice creams, manufacturing process of ice cream and types of ice cream.

Unit II Quantity food production systems, quantity food production introduction to industrial and institutional catering. Staff organization, processing and storage of necessary food stuffs, menu planning in quantity food production, kitchen layouts of different types of catering organisation.

Unit III Appetizers: Cocktails, canapes, horsdeoeuvres, petite salads and zakusi, recipes of few popular appetizers.

Unit IV Salads: As a main dish, as an accompaniment or as salad course. Types of salads, parts of salads, preparation of some popular vegetable based, meat based, fish based and fruit based salad.

Unit V Bakery study of different equipment and ingredients used in bakery. Points to be kept in mind while working in bakery basic bread dough, pastes, sponge mixture, biscuit mixture and puddings, mousses and souffles.

Suggested Readings:

FOOD PRODUCTION

PRACTICALS

1. BASIC INDIAN BREADS
   Puri, Nan, Kulcha, Phulka, Paratha, Roomali Roti.

2. FISH PREPARATION (CONTINENTAL)
   Fish Orly, Fish a l'anglaise, Fish meuniere, Grilled fish florentine, bakes fish mornay.
3. ENTREE DISHES
Lamb stew, hamburgers, shepherd's pie, pork chops, roast chicken.

4. POTATO PREPARATION
Pommes frites (French Fries), Pommes lyonnaise. Mashed potato, Pommes Parisienne.

5. BAKERY & CONFECTIONARY
Preparation of Rich Cakes and Puddings
Black forest gateaux, Cheese cake, Bread and butter pudding, Creme caramel, lemon tart, bavarois.

302 : FOOD AND BEVERAGE SERVICES-III

Objective: To perfect the student and techniques in the operational and control activities of food and beverage service particularly in relation to wine sprit and service of food prepared in the kitchen.

Unit I Introduction and definition of alcoholic beverage, fermentation, distillation.
Unit II Room service and operation. Hierarchy, duties responsibility of room service staff, mise-en-place for diff. type of breakfast. Situation handling, Co-ordination with other departments.
Unit III Wine: Introduction, types of wine, history, factors influencing quality, classification of wine and reading a wine label. Viticulture and vinifications. Wines from different countries - France, Germany, Italy, Spain, Portugal, Australia, service of wine.
Unit IV Spirits: Different types of spirits such as Rum, Gin, Vodka, Whisky, Brandy, Tequila, Liqueurs and other miscellaneous spirits, their manufacturing methods and their service with popular brands and alcoholic strength.
Unit V Govt. rules and regulations for operating a hotel and hotel laws, inter-departmental relationships.

Suggested Readings:
1. Food and beverages service: Dennis Lillicrap and John Cousins (specially 7th edition)
3. Text Book of Food and Beverage Service: S.N. Bagchi/Anita Sharma (Arman Publication).
4. Professional Food and Beverage Service Management: Brain Verghese (Macmillan).

F & B SERVICES

PRACTICALS
   Opening and closing of wines corks (Champagne, Red and White Wines)
2. Room Service : Trolley Tray Breakfast set up and service for rooms.
   Room service of Alcoholic beverages.
303 : FRONT OFFICE OPERATIONS - III

Objective:- This module is prescribed to appraise students about emergencies. Allowances, guest folio etc. in the hotels.

Unit I Role and responsibilities of front office manager, how he coordinates with other departments and staff members, yield management, Handling VIP'S

Unit II Emergencies: Fire in the hotel (types of fires and extinguishers used), smoke detectors and sprinkler system, death by accidents, vandalism, damage to property by resident guest, drunk guest, theft etc.

Unit III Room rates, hotel tariff terms, terms for payment of hotel bills, group cancellation, cancellation terms FITS and GITS: crew handling.

Unit IV Types of guest folio, restaurant/bar check, local telephone, call voucher, long distance call voucher, room rate change notice, miscellaneous charge voucher; responsibilities of the Front Office Cashier.


Suggested Readings:


FRONT OFFICE

PRACTICALS

1. HANDS ON PRACTICAL OF COMPUTER APPLICATION ON 'FIDELIO' SOFTWARE, STUDENTS SHOULD BE ABLE TO:
   (i) Register - in a reservation
   (ii) Register an arrival
   (iii) Amend a reservation
   (iv) Cancel a reservation
   (v) Post a charge
   (vi) Make a group reservation
   (vii) Make a folio
   (viii) Make a room change
   (ix) Show a departure/checkout
   (x) Print a folio
   (xi) Print reports such as expected arrivals and departure for the day.

2. General knowledge about countries currencies capitals, national airlines; also places of tourist interest in Uttarakhand and major attractions in India (Quiz may be organized in class).

3. Credit card settlement practical by demo. Students should be able to read a credit card to determine its acceptability.
304: HOUSEKEEPING OPERATIONS-III

Objective: To further familiarize students with security aspects, floorings, carpet, fabrics and soft furnishings to be used in the hotel.

Unit I
Security, safety and first aid: Handling of keys in H.K. department, different types of keys, and security measures adopted by different hotels, procedures to handle key thefts, lost property and other valuables.
Safety: Accidents, fires (cause, procedure, accident report form)
First Aid: Emergency procedures for heart attack, fits, burns, fainting, fractures, artificial respiration.

Unit II
Bed and Beddings: Construction of beds, mattresses, care and cleaning of beds, bedding-pillow, bolsters, bed linen. Fabrics: Selection points, types of fibers, construction, types of fabrics and finish given to fabrics.

Unit III
Soft furnishings: Curtains, characteristics of curtains for different parts of hotel, care and cleaning, pelmets, valances, swags, blinds, loose covers and cushions. Quilts, Wall covering: type of wall coverings, care and cleaning.

Unit IV
Budgeting: The budget process, operating and capital budget, controlling expenses.

Unit V
Planning and organising in HK: Area inventory list, frequency schedules, performance standards, productivity standards, inventory levels, SOPs and manuals, job allocation, man power planning, duty roster planning. Glossary of terms.

Suggested Reading:
2. A.C. David - Hotel and Institutional Housekeeping.

HOUSE KEEPING OPERATIONS

PRACTICALS
1. TEAM CLEANING (VARIOUS AREAS)
2. First Aid - Familiarization of basic medicines and bandaging. Covering cuts and wounds.

305: HOSPITALITY MARKETING

Objectives: To familiarize students with products of hotel industry, pricing of products and its various channels of distribution.

Unit I
Product: Definition, classification of product, product line and product mix, service as a product, and marketing strategies for service firms.

Unit II
Developing New Product: Process i.e., idea generation idea screening, concept development and testing, marketing strategy development, business analysis, product development, and test marketing, product life cycle.

Unit III
Pricing Product and Services: Factors considered in pricing, general pricing approaches i.e. cost based pricing, value based pricing and competition based pricing.

Unit IV
Distribution Channel: Role and importance, retailing, wholesaling, classification of retailers and wholesalers.

Unit V
Marketing Mix: Tools of marketing mix, role of contextual gues and steps in developing effective marketing mix.
Suggested Readings:


306: ORGANIZATIONAL BEHAVIOR

Objectives: This module helps the understand the key dimensions, processes and influences upon human behavior at the level of individual and going in context of work organization.

Unit I Nature of organization: Concept and features of organization. Types, significance and organizational goals, concept of OB, role of managers in organization and management skills and networks.


Unit III Interactive dimensions of Ob: Concept of group dynamics, concept and features of group types of groups, techniques for improving group decision making and its positive and negative aspects.

Unit IV Controlling and directing the behavior: Concept and theories of leadership successful v/s effective leadership and leadership styles in Indian organization. Communication: process and functions, network and barriers in communication organization climate: concept and factors in organizational climate, developing sound organization climate.

Unit V Organizational effectiveness and organisation structure: concept of organisation effectiveness. Approvals to O.E. factors in O.E. Concept of organisation structure, environment and structure, forms of organisation structure.

Suggested Readings:

1. Robbins. Stepheus P: Organisational Behavior
2. Prasad L.M.: Organisational Behavior
3. Lutters. Fred: Organisational Behavior
4. Hersey and Balanchard: Management of OB.