

**Institute of Hotel & Tourism Management
Maharshi Dayanand University – Rohtak**

ONE YEAR DIPLOMA IN F & B SERVICES

SYLLABUS

INTRODUCTION TO HOSPITALITY INDUSTRY (101)

External Marks: 70

Internal Marks: 30

Time: 3 Hrs

- Unit – 1 Hospitality Industry in World and Indian Context:** Concept, Origin and Development over the ages, Future, Changing trends.
- Unit – 2 Tourism Industry:** Concept, Origin and Development over the ages, Types, Future, Changing trends. Relation of Tourism with hospitality industry.
- Unit – 3 Type of Hotels:** Different basis/criterion classification of Hotels, Categorization of Hotels in India
- Unit – 4 Ownership Structure of Hotels:** Introduction, Concept, Types, their features advantages and disadvantages

Text & References

- Introduction to Hospitality, Walker John R. Prentice Hall of India.
- An introduction to the hospitality Industry : 4th edition Gerald W. Lattin Attn.
- Hospitality Today : Rocco; Andrew Vladimir, Pables E, Attn.
- Tourism and the hospitalities Joseph D. Fridgen
- Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe
- Hospitality Mgt. Kevin Baker, Jeremy Hayton
- Hotels for Tourism Development Dr. Jagmohan Negi
- Principles of grading and classification of hotels, tourism restaurant & resorts
Dr. J. Negi
- Professional Hotel Management, Jagmohan Negi, Publisher : S. Chand & Co. Delhi
- Tourism and hospitality in 21st century, Ranga, Mukesh and Chandra, Ashis/herh. New Delhi: Discovery publishing house, 2003.

NOTE: The question paper will be set by the external examiners. The external examiner will set 8 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, UG Board of Studies in Hotel and Tourism Management.

ONE YEAR DIPLOMA IN F&B SERVICES

External Marks: 70
Internal Marks: 30
Practical: 100
Time: 3 Hrs

F&B SERVICE - I (102)

- Unit – 1** **F&B Services:** –Introduction, Importance, Function, Sections
Classification of catering establishment- commercial and non commercial
- Unit- 2** **Departmental Organization & Staffing** – Organization Structure of F&B Services in different types of Hotels.
Job Descriptions and Job specifications of different F&B service positions, attributes of F&B personnel
- Unit- 3** **Food & Beverage Service equipments:** Introduction, Classification and features.
- Unit-4** **Food & Beverage Service:** Introduction, Classification and features.

Text & References:

- Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation
- Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
- Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
- Food & Beverage Service By Dennis Lillicrap – John Cousins
- An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery- Global Books & Subscription services

Practical:

- Grooming
- Equipment identification
- Service methods

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ONE YEAR DIPLOMA IN F&B SERVICES

External Marks: 70

Internal Marks: 30

Time : 3 Hrs

Business Etiquettes (103)

- Unit – 1 **Communication:**** Introduction, Definition, process of communication, elements, importance, functions,
- Unit – 2 Barriers to communication and overcoming barriers**
- Types of Communication:** Verbal and Non-Verbal
- Role of good communication skills in F&B Services
- Unit – 3 **Verbal Communication-**** Introduction, definition, importance, features, advantages and disadvantages.
- Unit – 4 **Non-verbal Communication-**** Introduction, definition, importance, features, advantages and disadvantages.

Text & References

- Business Communication, Lesikar, Pettit (AITBS)
- Theory & Application
- Business Communication, K.K. Sinha Galgotia Publishing House
- Communication for Business, Shirley Taylor, Pearson Education Asia
- Effective Business Communication, Asha Kaul, Prentice Hall of India
- Business Communication, Rajinder Pal, Himalayan Publishing House

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External Marks: 70

Internal Marks: 30

Time : 3 Hrs

HOTEL MANAGEMENT (104)

- Unit – 1** **History and Development of Major Hotel chains in India:** Oberoi, Taj, Welcome Group, ITDC
- Unit - 2** Organizational structure of small, medium and Large Hotels. Duties and Responsibilities of Departmental heads
- Unit – 3** **Overview of Hotel Departments- I:** Housekeeping, F&B Services, Engineering & Maintenance, Security
- Unit – 4** **Overview of Hotel Departments- II:** F&B Production, Human Resources, Sales & Marketing, Accounts & Finance

Text & References

- Introduction to Hospitality, Walker John R. Prentice Hall of India.
- An introduction to the hospitality Industry: 4th edition Gerald W. Lattin Attn.
- Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
- Tourism and the hospitalities Joseph D. Fridgen
- Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe
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- Hotels for Tourism Development Dr. Jagmohan Negi
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- Tourism and hospitality in 21st century, Ranga, Mukesh and Chandra, Ashis/herh. New Delhi: Discovery publishing house, 2003.

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Time : 3 Hrs

HOTEL FRENCH (105)

Unit- I	Pronunciation, Salutation, Expressions for days, months, counting 1-50 Presentez-vous, Definition and Indefinite Articles
Unit- II	Expressions de politesse, Conjugation of first group verbs, Les Vins de France, verbs etre and avoir, counting 51-100
Unit – III	Conjugation of second group verbs and some irregular verbs: aller, venire, pouvoir, vouloir, boire, prendre and vocabulary: Le materiel de cuisine and expression of time
Unit - IV	Culinary French, French cheese, French menu, negation and interrogation and demonstrative adjectives

Text & References:

- Parlez a l' hotel by A. Talukdar
- A Votre Service I
- French for Hotel and Toruism Industry by S. Bhattacharya
- Larousse compact Dictionary: French- English/ English- French
- Conjugaison – Le Robert & Nathan
- Larousse French Grammer
- Grammair Collection “Le Nouvel Entranez vous” leveldebutant

NOTE : The question paper will be set by the external examiners. The external examiner will set 10 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, UG Board of Studies in Hotel and Tourism Management.

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Internal Marks: 30

Time : 3 Hrs

HOTEL MARKETING (201)

- UNIT-I Introduction to Hospitality Sales and Marketing, Today's Hospitality Trends, core concepts of marketing; marketing mix; marketing process; marketing environment, Characteristics of Hospitality Marketing;
- UNIT-II Determinants of Hotel consumer behaviour; Guest's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system
- UNIT-III Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions; Destination Marketing,
- UNIT-IV Marketing channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, Hospitality Sales, Hospitality Advertising, Sales promotion, Publicity

Text & References

- Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
- Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
- Zikmund, William G, Marketing, Cengage Learning, New Delhi
- Panda, Tapan K, Marketing Management, Excel Books, New Delhi

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ONE YEAR DIPLOMA IN F&B SERVICES

External Marks: 70

Internal Marks: 30

Practical: 100

Time: 3 Hrs

F&B SERVICE - II (202)

- Unit – 1** **Mise-en-scene and mise-en-place for Restaurant, banquets and room service:** –Introduction, Importance, Function, Sections
- Unit- 2** **Restaurant** – Introduction, types, functioning, order taking and serving food, controlling
- Unit- 3** **Room Service:** Introduction, types, functioning, order taking and serving food, controlling
- Unit-4** **Banquet and Off premises catering:** Introduction, types, functioning, controlling

Text & References:

- Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation
- Food & Beverage Service by Vijay Dhawan- Frank Bros. & Co.
- Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
- Food & Beverage Service By Dennis Lillicrap – John Cousins
- An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery- Global Books & Subscription services

Practical:

- Mise-en-scene of restaurant, room service, and banquet
- Mise-en-place of restaurant, room service, and banquet
- Order taking and serving

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External Marks: 70
Internal Marks: 30

Time: 3 Hrs

MENU PLANNING (203)

- Unit – 1** **Menu-** Introduction, meaning, origin, development and types.
- Unit- 2** **Menu Planning:** considerations and limitations.

Menus for different types of F&B outlets
- Unit- 3** **Menu Cost control-** Introduction, importance and elements

Menu Pricing- Introduction, importance and methods
- Unit-4** **Menu Analysis:** Introduction, importance and methods

Text & References:

- Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation
- Food & Beverage Service by Vijay Dhawan- Frank Bros. & Co.
- Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
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ONE YEAR DIPLOMA IN F&B SERVICES

External Marks: 70

Internal Marks: 30

Practical: 100

Time: 3 Hrs

BAR AND BEVERAGE OPERATIONS (204)

- Unit – 1** **Bar:** Introduction, Importance, Function, types, equipments and Mise-en-scene and Mise-en-place
- Unit- 2** **Beverages –** Introduction, types,
Non- Alcoholic Beverages: Introduction, types, order taking and serving food, controlling
- Unit- 3** **Alcoholic beverages-I(Wine & Beer):** Introduction, types, order taking, serving, controlling
- Unit-4** **Alcoholic beverages-II (Spirits):** Introduction, types, order taking, serving, controlling

Text & References:

- Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation
- Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
- Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
- Food & Beverage Service By Dennis Lillicrap – John Cousins
- An Introduction to Food & Beverage Studies by Marzia Magris & Cathy McCreery- Global Books & Subscription services

Practical:

- Mise-en-scene and Mise-en-place of Bar
- Service of beverages

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