



**ENDORSED LEARNING PROGRAMME**

**ACCREDITED BY OTHM, UNITED KINGDOM**

**LEVEL 5 INTERNATIONAL DIPLOMA IN HOTEL & HOSPITALITY MANAGEMENT**

**Qualification Aims**

This programme is designed for professionals and students who aim to acquire an indepth knowledge of the hotel and hospitality industry. The course is helpful for those professionals who are already working in this industry and seeking to enhance their knowledge pertaining to both theoretical and practical content. Integration of managerial modules on events management, entrepreneurship and communications competencies result in overall development of technical and practical skills related to hospitality, guest services and allied sectors of the hospitality industry.

**Qualification Outcomes**

The Level 5 International Diploma in Hotel and Hospitality Management is designed to provide a comprehensive understanding of front office operations, housekeeping management, events management and all related departments pertaining to hospitality operations and management. The integration of managerial modules makes the programme conducive to accelerate career advancement of learners with readily applicable practical as well as management skills. It combines practical experience with academic skills making it an ideal program for settling students in International Hospitality for life.

**Qualification Specifications**

<b>International Level 4 Diploma in Hotel &amp; Hospitality Management</b>	
Course Duration	1 Year
Total Credit Value	120 credits
Total Qualification Time	1200 hours
Guided Learning Hours	600 hours
Sector Subject Area	Hospitality
Overall Grading Type	Pass/Fail
Assessment Methods	Coursework
Language of Assessment	English



**Qualification Structure**

Unit No.	Ref.	Unit title	Unit level	UK Credit	ECTS	GLH	TQT
HHM05051		Advanced Principles of Food & Beverage Service	5	20	10	100	200
HHM05052		Advanced Principles of Food & Beverage Production	5	20	10	100	200
HHM05053		Communication Competencies for Professional Advancement	5	10	5	50	100
HHM05054		Advanced Housekeeping Management	5	10	5	50	100
HHM05055		Advanced Front Office Operations	5	10	5	50	100
HHM05056		Marketing Management & Entrepreneurship in Hospitality	5	20	10	100	200
HHM05057		Events Management	5	10	5	50	100
HHM05058		Advanced Principles of Food & Beverage Services	5	20	10	100	200
			<b>Total credit</b>	<b>120</b>	<b>60</b>	<b>600</b>	<b>1200</b>

GLH- Guided Learning Hours  
 TQT- Total Qualification Time  
 ECTS- European Credit Transfer System

**Entry Requirements**

For entry into the International Level 5 International Diploma in Hotel and Hospitality Management, learners must possess the following qualifications:

- Learner must possess relevant Level 5 Diploma such as the International Level 5 Diploma in Hotel Management or International Level 5 Diploma in Hotel and Hospitality Management.

**Progression**

Successful completion of International Level 5 Diploma in Hotel and Hospitality Management qualification will provide learners the opportunity to progress to International Level 6 Graduate Diploma in Hotel and Hospitality Management.



### **Assessment**

All units are internally assessed by the centre through coursework. Learners must demonstrate that they have fulfilled all the learning outcomes to achieve a pass for a unit and the assessor should provide an audit trail towards fulfillment of the learning outcome of learner through assessments and examination.

### **Recognition of Prior Learning**

Individuals with prior learning experience or skills are assessed and certified under Recognition of Prior Learning (RPL) Policy. The aim is to mainstream experienced workforce and align the competencies of the workforce to the formal qualification. Thereby, if individuals can showcase that they can meet the evaluation necessities for a unit or assessment, through exhibiting knowledge and current skill set or abilities, they are awarded a recognition of prior learning credit towards fulfillment of a qualification award or unit/module towards the award thereby reducing the number of units/modules the student has to complete to receive the award.

- The Board of Studies reviews whether the evidences provided are enough to prove that the scholar has met the basic criteria of assessment for achieving the specific qualification such as degree, diploma, certificate etc.
- By providing this, the scholar acknowledges that his/her skill set & knowledge that he/she has submitted is complete and hence doesn't have to submit an extra assessment during the course of his/her qualification.
- An evidence submitted while achieving the qualification will be an add-on advantage to the scholar, however, the submitted evidence must be true, sufficient, current, trustworthy and real.
- The recognition of prior learning cannot be used to provide evidence against awarding an entire qualification. However it can facilitate towards achievement of the qualification.
- An exemption to this can only be used while a scholar needs it for a particular purpose such as entry for a further study, job employment or training. The head of the department has to bring the information with the Principal of the Institute to avail such exemption.



## **UNIT SPECIFICATIONS**

### **Unit I: Advanced Principles of Food & Beverage Service**

Unit Reference Number	<b>HHM05051</b>
Unit Title	<b>Advanced Principles of Food &amp; Beverage Service</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Non- Alcoholic Beverages & its Types**

- Introduction, classification & examples of nonalcoholic beverages.
- Tea: Introduction, history, types, manufacturing process, storage & service.
- Coffee: Introduction, history, types, manufacturing process, storage & service.

#### **TOPIC -II**

##### **Tobacco & Alcoholic Beverages**

- Introduction, production & usage of tobacco.
- Description, structure, types, storage, service & brands of cigar.
- Description, structure, types, storage, service & brands of cigarettes.
- Detailed information of alcoholic beverages, along with classification, methods of preparation & examples of each type.
- Proof & alcoholic strength of the alcoholic beverage.

#### **TOPIC -III**

##### **Beer, Spirits & Wines**

- Description, ingredients & manufacturing process of beer.
- Types, storage & service of beer.
- Reasons & types of fault in beer.
- International beer brands with their country of origin.
- Introduction & history of spirits.



- Manufacturing process of each type of spirit.
- Service style & brand names of each type of spirit.
- Wines: Introduction, classification & examples of each type.
- Grapes & its varieties, color & taste.
- Manufacturing process, storage & brands of wine according to its type.
- Service of wines according to its type.
- Brief knowledge on madeira, marsala, port & sherry wine.

#### **TOPIC -IV**

##### **Sake, Cider, Perry & Liqueurs**

- Introduction, manufacturing process, service & examples of sake.
- Introduction, manufacturing process, service & examples of sake.
- Introduction, manufacturing process, service & examples of sake.
- Liqueurs - introduction, types, production method, service & examples.

#### **TOPIC -V**

##### **Bar Operations & Cellar Controls**

- Introduction, parts, designs & types of bar.
- Beverage & cash frauds in bar.
- Organization chart, duties & responsibilities of each bar personnel along with bar routine.
- Description and forms & formats used in the cellar control management such as requisition sheet, bin card, stock register, purchase order, cellar inwards book, return book, transfer book, credit memo, breakage sheet etc.

#### **PRACTICAL**

- Preparation & service of different types of mock-tails & shakes.
- Preparation of service different types of tea & coffee.
- Service of cigar, cigarettes & other forms of tobacco.
- Service of beer.
- Service of spirits
- Service of wines.
- Setting up of bar.
- Forms & formats used in bar.
- Forms & formats used in cellar control.



### **Suggested Reading:**

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service – Sudhir Andrews, Tata Mc Graw Hill.
- Food & Beverage Service Lillicrap & Cousins, ELB
- Introduction F & B Service- Brown, Heppner & Deegan
- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management – Brian Varghese - The Restaurant (From Concept to Operation)

### **Unit II: Advanced Principles of Food & Beverage Production**

Unit Reference Number	<b>HHM05052</b>
Unit Title	<b>Advanced Principles of Food &amp; Beverage Production</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Culinary Ingredients & Methods of Cooking**

- Uses of oils & fats.
- Types of pastas: dry & fresh.
- Different spices & herbs.
- Nuts & seeds used in International and Indian cuisines.
- Cheese of the world, their selection, preparation & storage.
- Preparation & seeding of sourdough
- Types of Cooking- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Poeling, Roasting, Frying, Sautéing,
- Braising Cooking with Microwave, Ovens, Gas, Induction Plates and other such media.

#### **TOPIC-II**

##### **Appetizers, Sandwiches & Canapés**

- Hors d'oeuvres, appetizers & starters.
- Ingredients used in hors d'oeuvres.
- Quality characteristics of cold appetizers.



- Preparation of sandwiches.
- Types of edible flowers & lettuces.
- Types of dressing's oil & cold based sauces.

### **TOPIC-III**

#### **Essential of Meats Cookery**

- Introduction & classification of meats.
- Composition of meats & tissues.
- Physical & chemical characteristics of meats.
- Selection & grading parts of meats.
- Resting, slaughtering, stunning methods & processing of a whole animal.
- Importance of milliard reactions.

### **TOPIC- IV**

#### **Fish & Shell Fish**

- Introduction to fish cookery.
- Classification of fishes, shellfish & seafood items.
- Basic cuts of fish.
- Selection & storage of fish.
- Some famous species of fish.
- Thawing procedures.

### **TOPIC- V**

#### **Yield Management & HACCP**

- Introduction to yield.
- Essential of yield testing in culinary.
- Methods of yield testing.
- Different yield tests.
- Importance of hygiene & sanitations parameters.
- Principles & importance of HAACP in culinary.

### **TOPIC- VI**

#### **Understanding Science of Bread Making**

- Introduction to bread preparations.
- Understanding baking & different ingredients used.
- Principles behind bread making.
- Basic faults & equipment used in bread making.
- Breads of the World.



## **TOPIC- VII**

### **Basics of Commercial Bakery**

- Basic ingredients used in bakery & pastry.
- Various types of sponges.
- Cakes & gateaux.
- Methods of making cakes, pies & quiches.
- Pastry & its making techniques.

## **TOPIC- VIII**

### **Desserts & Puddings**

- Introduction to dessert & puddings.
- Storage principles & provisions for making desserts.
- Special dessert equipment.
- Application of milk & milk-based products for desserts.
- Hot & cold desserts.
- Advantages & disadvantages of hot versus cold desserts.

## **TOPIC- IX**

### **Garde Manger**

- Importance of garde manger & its functions.
- Knowledge of equipment used.
- Types of force meats.
- Description of panada.
- Marinades & marination.
- Importance of brines, aspic & jelly.
- Detailed insight of chaudfroid, galantines, ballontines & terrines.

## **TOPIC- X**

### **Vegetable, Cuts & Cookery**

- Introduction, Vegetables, Pigment and Colour Changes, Effect of Heat on vegetables,
- Cuts of Vegetables, nutritional and hygiene aspects.
- Some Indian Cuts on vegetables: Broccoli, Cabbage, Potatoes, Onions, Spinach, Cucumber,
- Tomatoes, avocado. Beetroot, French Beans, Gourd, Bottle Gourd, Colocasia, Spinach, Carrot, Turnips

## **TOPIC- XI**

### **Introduction to Indian Cooking**

- Popular foods of India





- Condiments, Herbs and Spices Used in India Cuisine (Allspice, Ajowan, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt)
- Masalas, Pastes and Gravies in Indian cooking
- Commodities and their usage in Indian Kitchens: Introduction, Souring Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens

#### **PRACTICAL**

- Familiarization & understanding of basic provisions and their usage in hotel kitchen.
- Preparation of appetizers, sandwiches & canapés.
- Understanding raising agents & their application in the kitchen.
- Familiarization to poultry, lamb, beef, pork & fish and their simple cuts.
- Indian & continental popular meat, poultry, lamb & fish preparations.
- Familiarization with different types of cheeses.
- Introduction & understanding of ingredients used in commercial bakery.
- Preparation of simple & international breads.
- Preparation of sponge, sponge cakes, cookies & tea cakes.
- Preparation of different types of pastries- fillo, puff, choux, short crust etc.
- Preparation of quiche, flan & pies.
- (At least one simple three course menu from each region of India , North, East, South, West and Central India its salient features and cooking).
- Preparation of Makhni Gravy, Green Gravy, White Gravy, Lababdar Gravy, Kadhai Gravy, Achari Gravy, Malai Kofta Gravy, Yakhni Gravy , Yellow Gravy, Korma Gravy
- Familiarization to basic ingredients used in dessert making.
- Preparation of hot & cold desserts.
- Preparation of various puddings.
- Display of buffet with cold platters, settings, according to set international & national food themes.
- Cuts of vegetables (Julienne, Jardiniere, Dices, Cubes, Macedoine, Paysanne, Shredding, Mire- poix)
- Blanching of Tomatoes and Capsicum
- Cooking vegetables: Boiling (potatoes, peas)  
Frying (Aubergine, Potatoes)  
Steaming(Cabbage)  
Braising (Potatoes)  
Braising (Onions, cabbage)



### Suggested Reading List

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Cooking Essentials for the New Professional Chef
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- The Professional Chef: Le Rol A. Polsom
- Theory of Catering By Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

### Unit III: Communication Competencies for Professional Advancement

Unit Reference Number	<b>HHM05053</b>
Unit Title	<b>Communication Competencies for Professional Advancement</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### TOPIC- I

##### Overview of Soft Skills for Hospitality Sector

- Introduction to Tourism, Hospitality, Travel and Transportation
- Job opportunities and the skill requirements
- Hard and soft skills
- Soft skills required for the Service industry.

#### TOPIC- II

##### Self-management skills

- Handling stress, causes of stress, coping with stress
- Handling anger- Anger management, causes of anger, coping with it



- Emotion handling- Types of emotions, handling them effectively
- Time management.

### **TOPIC- III**

#### **Problem-solving and critical thinking**

- Introduction to work problems
- Traits of a good problem-solver
- Creative thinking
- Critical thinking
- Problem-solving process
- Problem solving techniques.

### **TOPIC- IV**

#### **Negotiating Skills and Conflict Resolution**

- Introduction to conflicts
- Causes of Conflicts
- Inter and intra organizational conflicts
- Process of Negotiation
- Role and qualities of a good Negotiator
- Key to successful negotiation.

### **TOPIC- V**

#### **Leadership, Teamwork and team building skills**

- Introduction to leadership
- Leadership challenges
- Leadership and power
- Elements of leadership- Technical skills, Human skills, Conceptual skills
- Introduction to team spirit and teamwork
- Role of teams in Organizations
- Challenges of teamwork
- Developing a team
- Managing team
- Handling difficult team members
- Empowering teams
- Rewarding teams

### **TOPIC- VI**

- **Presentation Skills**
- Importance of Presentation Skills
- Capturing Data



- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation

#### **TOPIC- VII**

##### **Corporate Attire and Grooming**

- Learning the Art of First Impressions
- General Etiquette
- Dressing Sense
- Postures & Gestures

#### **TOPIC- VIII**

##### **Group communication**

- Group communication through committees, conferences and other formal communication with public at large.
- Preparing for the Interviews, Seminars & Symposia
- Extempore.



## **Unit IV: Advanced Housekeeping Management**

Unit Reference Number	<b>HHM05054</b>
Unit Title	<b>Advanced Housekeeping Management</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### **TOPIC- I**

#### **Planning Housekeeping operations**

- Division of work
- Area inventory lists
- Frequency schedules
- Performance standards
- Productivity standards
- Determining the par levels
- Work schedules
- Housekeeping inventories- Introduction, cleaning equipment, cleaning agents, detergents, abrasives, reagents, organic solvents, disinfectants, bleaches, glass cleaners, deodorizers, toilet cleaners, polishes, carpet cleaners, guest supplies, linen, uniforms.

### **TOPIC-II**

#### **Care and Cleaning of different surfaces**

- Introduction to different surfaces
- Metal- Commonly used metals, protective finishes on metals and alloys
- Glass- Classification of glass, cleaning procedure for glass surfaces
- Plastic- Types of plastics, cleaning and maintenance procedure
- Ceramics- Common types of ceramics, cleaning procedure
- Wood- Classification of wood, protective treatments for wood and maintenance
- Stone- Natural stones in use, maintenance and cleaning
- Leather- Types, maintenance and care of leather products
- Rubber- Types, maintenance and care of rubber products



### **TOPIC- III**

#### **Housekeeping control desk**

- Introduction of housekeeping desk
- Forms, formats, records and registers maintained
- Coordination with other departments- Front office, Engineering
- Functions carried out at and through control desk- Gate pass procedure, handling telephone calls, paging systems and methods, handling difficult situations, handling room transfers.

### **TOPIC- IV**

#### **Linen and Uniform Room functions**

- Introduction of linen and uniform room
- Linen room organization
- Activities in the linen and uniform room
- Lay out of linen and uniform room
- Storage of linen
- Linen exchange procedures for Restaurant and room linen
- Par stock
- Linen control.

### **TOPIC- V**

#### **Safety and security in Hotel Housekeeping Operations**

- Introduction
- Safety at work environment
- Safety management programs
- Occupational safety and hazards
- Potential hazards in housekeeping operations
- Safety awareness and accident prevention
- Procedure to follow in case of an accident
- Dealing with emergencies
- Guest and employee thefts
- Lost and found procedures- Dealing with lost and found enquiries
- Disposal of articles not claimed.



## **TOPIC- VI**

### **Supervision in Housekeeping**

- Introduction
- Role of a supervisor
- General duties of a supervisor
- Specific functions of supervisor
- Guest room inspection
- Handling guest complaints.

## **TOPIC- VII**

### **Pest control and waste management**

- Introduction to pest control
- Common pests and their control- Bed bugs, beetles, silverfish, cockroaches, fleas, lice, moth, termites, flies, mosquitoes, mice and rats
- Methods of pest control
- Waste management
  - Collection, segregation and disposal of waste
  - Waste recycling
- Sewage treatment plant
- Composting

## **TOPIC- VIII**

### **Flower arrangement**

- Introduction
- Flower arrangement in Hotels
- Basics of flower arrangement
- Basic ingredients
- Care and conditioning of flowers
- Designing flower arrangements- Style, proportion, background, texture, balance, rhythm, colors, dominance, general guidelines, common flowers and foliage.



**TOPIC- VIII**

Modern trends in Hotel housekeeping

- Hygiene beyond cleanliness
- Outsourcing of services
- Training and motivation
- Trends- Women’s only floors, design trends, amenity trends, eco-friendly amenities, products and processes, pillow menu for guests, work studies, ergonomics, automation in housekeeping.

**Practical Learnings**

- Team Cleaning- Planning, Organizing, Executing, Evaluating
- Inspection checklist
- Time and motion study
- Steps in bed making
- Steps in servicing a guestroom
- Standard Operating Procedures for cleaning function on different surfaces
- First aid- First aid kit, dealing with emergency situations, maintaining records
- Fire safety and fire-fighting- Safety measures, Fire drill
- Special flower decorations
- Layout of guest room.

**Unit V: Advanced Front Office Operations**

Unit Reference Number	<b>HHM05055</b>
Unit Title	<b>Advanced Front Office Operations</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

**PAPER-1**

**Hotel Room Tariff, Guest cycle, Room reservations and Registration**

- Room rate designation
- Meal Plans
- Room tariff cards
- Room tariff fixation- Cost based pricing and Market based pricing
- Guest Cycle- Pre arrival, arrival, during stay, departure and post departure
- Reservations- Types of reservations, tentative, wait-listed and confirmed





- reservations, modes of reservations, sources of reservations, importance of
- reservation, processing reservation requests, reservation reports.
- Registration- Pre registration, Registration, Form C, Passport, Visa,
  - Registration records, Registration process, Check-in procedures.

## **PAPER- II**

### **The Guest Departure and Post Departure Services at Front Desk**

- The guest accounting, the guest ledgers, city ledger, tips and advances,
- front office cash sheet, paid out, bank net receipts, over and shorts, settlement of bills, credit card handling, handling vouchers of – room rate, food sales, laundry, other guest services, miscellaneous charges, credit security measures, cash and credit control, express check out, early and late check outs, group departures, post departure courtesy services

## **PAPER-III**

### **Hotel Guest Services**

- Various Guest Services- Handling guest mails, message handling, key control, Guest paging, Safe deposit lockers, Guest room change, Left luggage handling, Wake-up calls, Guest complaints.
- Guest Check-out and settlement- Departure Procedure, mode of settlement of bills through credit cards, foreign exchange and cash settlement.
- Potential check-out problems- Late check-out, long queues for check-outs, improper postings.

## **PAPER- IV**

### **Front Office accounting and computer application systems**

- Introduction- Types of accounts, Vouchers, Folios, Ledgers
- Front Office accounting cycle- Creation of accounts, maintenance of accounts, settlement of accounts, Control of cash and credit
- Night Auditing- Night audit, Night auditor, duties and responsibilities of night auditor. The night audit process- Consolidation of entries at the day end, completing the day postings and verifying transactions, reconciling transactions, verifying no-shows, preparing reports, updating the system.
- Reservation modules
- Rooms module
- Cashier module
- Night audit module
- Set-up module
- Reporting module
- Different property management systems  
Micros, Amadeus PMS, IDS Fortune, Shawman
- Property management system
- Applications for Hotel front office



#### **PAPER- V**

##### **Evaluation of Hotel Performance**

- Methods of measuring Hotel Performance
- Occupancy Ratio
- Average daily rate
- Average room rate per guest
- Revenue per available room
- Evaluation of Hotel by guests.

#### **PAPER- VI**

##### **Yield management and forecasting**

- Measuring yield of Hotels
- Elements of yield management
- Benefits of yield management
- Forecasting- Benefits, Data and records required for forecasting.

#### **PAPER- VII**

##### **Front Office Management**

- Hotel Front Office and Role in Hotel Revenue Generations, Preparing for Guest Services,
- Hotel Organization and the front office manager, Effective interdepartmental communications, Front Office
- Structures, layouts Trends & Practices.
- Revenue Management : An Introduction, Customers' Knowledge and Consumer Behavior, Internal Assessment and Competitive Analysis, Economic Principles and Demand Forecasting, Reservations and Channels of Distribution, Dynamic Value-Based Pricing, Channel and Inventory Management, The Revenue Management Team, Strategic Management and Following the RevMAP, Tools, Tactics, and Resources



### **Practical Learnings**

- Hands on practice of computer applications on PMS front office procedures such as: Night audit, Accounts, Income audit
- How to check in a first-time guest
- How to check in an existing reservation
- How to verify key, cancel a key, issue a duplicate key, extend a key
- How to print and prepare registration cards for arrivals
- How to make a reservation
- How to handle extension of guest stay
- How to create and upgrade guest profiles
- How to upgrade and print guest folio
- How to cancel a reservation
- How to make a room change on the system
- How to process a guest check out
- How to process part settlements
- How to post payment
- How to check room rate variance report
- Check out using foreign currency
- How to handle check out during system shut-down

### **Reading List**

- Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks
- Introduction to the revenue management for Hospitality Industry, Principles and Practices for the Real World, An Kimberly Tranter, Trevor Stuart-Hill, Juston Parker, Pearson Publications



## **Unit VI: Marketing Management & Entrepreneurship in Hospitality**

Unit Reference Number	<b>HHM05056</b>
Unit Title	<b>Marketing Management &amp; Entrepreneurship in Hospitality</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### **TOPIC- I**

#### **Introduction to Marketing**

- Needs, Wants and Demands; Products and Services; Markets; Marketing;
- The Production Concept, The Product Concept, The Selling Concept,
- The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

### **TOPIC- II**

#### **Role and Function of Marketing in Hospitality Industry**

- Analyse the importance of marketing in the tourism and hospitality industry.
- Explain the roles and responsibilities of marketing professionals in the tourism and hospitality industry.
- Explain the marketing management process in the tourism and hospitality industry.

### **TOPIC- IV**

#### **Market segmentation, Targeting and Positioning**

- Meaning
- Definition of market segment & marketing segmentation
- Differentiation
- Market targeting
- Market positioning

### **TOPIC- IV**

#### **Distribution channels**

- Definition
- Nature and importance of distribution channels
- Distribution channel functions



#### **TOPIC- V**

##### **Consumer markets and consumer buying behaviour**

- Definition
- Factors affecting consumer behaviour
- Buying decision behaviour
- The buying decision process

#### **TOPIC- VI**

##### **Product & process strategies**

- New product development
- Product life cycle
- Branding
- Product mix strategies
- Process mix
- Modes of delivery of Hotel services
- Balancing demand & supply

#### **TOPIC- VII**

##### **E-Marketing in the Hospitality Industry**

- Search engine marketing (S E M)
- Social media marketing
- E-mail advertising.

#### **TOPIC- VIII**

##### **Entrepreneurship in Hospitality**

- Concepts of Entrepreneurship in small business and corporate environment
- Entrepreneurial behavior, successful initiatives
- Entrepreneurship framework

#### **Suggested Reading List**

- Iuliana, CIOCHINA & Carmen Maria, IORDACHE & Alexandrina, SÎRBU, 2016. "Entrepreneurship In The Tourism And Hospitality Industry," Management Strategies Journal, Constantin Brancoveanu University, vol. 31(1), pages 264-275.



## **Unit VII: Events Management**

Unit Reference Number	<b>HHM05057</b>
Unit Title	<b>Events Management</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>100 hours</b>
Guided Learning Hours	<b>50 hours</b>
Unit Credit UK	<b>10</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### **TOPIC- I**

#### **Events**

- The Concept, Nature, Definition and scope,
- C's of Events, advantage and disadvantage of Events,
- Categories and Typologies
- Skills required to be a good Event Planners.

### **TOPIC- II**

#### **Organising & Designing of Events**

- key elements of Events,
- Event Infrastructure, core concept, core people, core talent, core structure,
- Setting Objectives for the Event,
- Negotiating Contracts with event Organizers, Venue, Media.

### **TOPIC- III**

#### **Marketing & Promotion of Events**

- Nature of Event Marketing
- Process of Event Marketing
- The Marketing Mix,
- Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

### **TOPIC- IV**

#### **Managing Events**

- Financial Management of Events
- Staffing, Leadership.
- Safety and Security: Occupational Safety and Health,



- Incident Reporting, Crowd Management and Evacuation.

### Practical

An Event such as Conference/ Seminar may be planned and organised to supplement learning of students.

### Suggested Readings:

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi.
- Anton Shone & Bryn Parry, 'Successful Event ;2Management
- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.

## Unit VIII: Advanced Principles of Food & Beverage Services

Unit Reference Number	<b>HHM05058</b>
Unit Title	<b>Advanced Principles of Food &amp; Beverage Services</b>
Unit Level	<b>5</b>
Total Qualification Time	<b>200 hours</b>
Guided Learning Hours	<b>100 hours</b>
Unit Credit UK	<b>20</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### TOPIC -I

#### Budgetary control and menu management

- Introduction & types of budget.
- Budget preparation stages & budgetary control process.
- Menu management- Menu merchandising, menu engineering, menu fatigue, menu as sales tool.

### TOPIC -II

#### Food & Beverage Services in Restaurants

- Introduction, Concept of Restaurant, Types of Restaurants, their salient features;
- Set up of Restaurants and their Layouts, Restaurant Teams Organisational Structure



- Modern Staffing in various hotels, Method and procedure of receiving guests, taking guest orders
- Service equipment used and its maintenance
- Coordination with housekeeping for soil linen exchange,
- Physical inventory monthly of crockery, cutlery, linen etc., Equipment, furniture and fixtures used in the restaurant and their use and maintenance, Theme and Speciality Restaurants, Celebrity Restaurants.

### **TOPIC-III**

#### **Food Service & Emerging Trends in Food Services**

- Mise-en-place and Mise-en-scene, arrangement and setting up of station
- Par stocks maintained at each side station
- Functions performed while holding a station
- Method and procedure of taking a guest order
- emerging trends in Food Services and salient features.

### **TOPIC -IV**

#### **Room Service/ In Room Dining**

- Introduction, Concept of Room Service/ In Room Dining, Their Salient Features,
- Understanding Guest expectations in Room Service, Room Service Equipments,
- Set up of Trays & Trolleys, Upkeep and Storage, Service Tools, Clearance, Presentation of Bills,
- Room Service Dos & Don'ts.
- Mini Bar Management in Guest Rooms,
- Guest Interaction – Have and Have not's.

#### **Practical**

- Guest Interactions while on Food Service – Do's & Don't's
- Familiarisation with Food Service in Restaurants ( Receiving Guests, Table Layouts, Complimenting them, Presentation of Bills, Dealing with in house/ residential guests)
- Restaurant Services – Their salient features, Table Layouts, Presenting Menus, precautions while dealing with guests, Commitments with guests, Food Pickup Procedures, Clearance and Dishwashing Procedures
- Room Service Practical, Taking of Orders, Delivery of Food Services, Identifying Room Service Equipment, Importance of Menu Knowledge for Order-taking (RSOT functions/procedures), Food Pickup Procedure, Room service Layout Knowledge, Laying of trays for various orders, Pantry Elevator Operations, Clearance Procedure in Dishwashing area, Room service Inventories and store requisitions





**Suggested Reading:**

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS
- Food & Beverage Service – Sudhir Andrews, Tata Mc Graw Hill.
- Food & Beverage Service Lillicrap & Cousins, ELB
- Introduction F & B Service- Brown, Heppner & Deegan
- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management – Brian Varghese - The Restaurant (From Concept to Operation)