



**ENDORSED LEARNING PROGRAMME**

**ACCREDITED BY OTHM, UNITED KINGDOM**

**LEVEL 3 INTERNATIONAL DIPLOMA IN HOTEL & HOSPITALITY MANAGEMENT**

**Qualification Aims**

This programme is designed for freshers, graduates and professionals and aims to offer a straight school to career path for people interested in the hotel, restaurant or the food industry. This course is designed to provide students with extensive practical knowledge on the Hotel Industry such as kitchen, front office, housekeeping, F&B production and F&B service operations. Integration of managerial modules on sales and marketing, basic accounting and financial management and customer service management enables learners to develop their knowledge of theories applicable to hospitality management. This is a unique programme that aims to integrate both managerial and practical skills pertaining to hotel and hospitality management.

**Qualification Outcomes**

The Level 3 International Diploma in Hotel and Hospitality Management is designed to provide a foundational understanding of front office, food & beverage service, food and beverage production and housekeeping operations in the hotel and hospitality sector. The integration of managerial modules makes the programme conducive to accelerate career advancement of learners with readily applicable practical as well as management skills.

**Qualification Specifications**

<b>International Level 3 Diploma in Hotel &amp; Hospitality Management</b>	
Course Duration	1 Year
Total Credit Value	60 credits
Total Qualification Time	600 hours
Guided Learning Hours	300 hours
Sector Subject Area	Hospitality
Overall Grading Type	Pass/Fail
Assessment Methods	Coursework
Language of Assessment	English



### Qualification Structure

Unit Ref. No.	Unit title	Unit level	UK Credit	ECTS	GLH	TQT
HHM03031	Principles of Food & Beverage Service	3	8	4	40	80
HHM03032	Principles of Food & Beverage Production	3	8	4	40	80
HHM03033	Customer Service Management	3	8	4	40	80
HHM03034	Front Office Operations	3	8	4	40	80
HHM03035	Principles of Housekeeping Operations and Management	3	10	5	50	100
HHM03036	Marketing Research and Sales Management for Hospitality Industry	3	10	5	50	100
HHM03037	Basic Accounting and Financial Management	3	8	4	40	80
	<b>Total Credit</b>		60	30	300	600

**GLH-** Guided Learning Hours

**TQT-** Total Qualification Time

**ECTS-** European Credit Transfer System

#### Entry Requirements

For entry into the International Level 3 International Diploma in Hotel and Hospitality Management, learners must possess the following qualifications:

- Learner must have completed Grade 10 or equivalent qualification in any stream from a recognized national or state board in India or equivalent qualification abroad.
- Learner must be 16 years or older at the beginning of the course

#### Progression

Successful completion of International Level 3 Diploma in Hotel and Hospitality Management qualification will provide learners the opportunity to progress to International Level 4 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: Principles of Food & Beverage Services**

Unit Reference Number	<b>HHM03031</b>
Unit Title	<b>Principles of Food &amp; Beverage Services</b>
Unit Level	<b>3</b>
Total Qualification Time	<b>80 hours</b>
Guided Learning Hours	<b>40 hours</b>
Unit Credit UK	<b>8</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Introduction to the Food and Beverage Services:**

- Introduction, history & modernization of catering industry.
- Introduction & classification of catering establishments.
- Introduction to the food and beverage services operations.

#### **TOPIC-II**

##### **Outlets of Food and Beverage Service Industry:**

- Introduction to outlets of food & beverages services sector.
- Description & detail of each outlet namely coffee shop, restaurant, banquet, bar, lounge, discotheque, nightclub, pub, bar, snack bar, kiosk, bistro etc.
- Brief description of ancillary areas of f&b services department such as still room, hot-plate, pantry, kitchen stewarding, wash-up area etc.

#### **TOPIC-III**

##### **Equipment of Food and Beverage Services**

- Identification, handling & operating f&b services equipment.
- Role & selection procedure of each equipment & tool.
- Definition, types, storage & maintenance of crockery, cutlery, glasses, tableware, flatware, hollowware & special equipment.
- Types & upkeep of linen, disposable & furniture.



#### **TOPIC-IV**

##### **Food and Beverage Services Personnel**

- Hierarchy of f&b services department with a brief introduction to principal staff.
- Role & responsibilities of each f&b services personnel.
- Job descriptions & job specifications of the staff.

#### **TOPIC-V**

##### **Qualities & Coordination of F&B Services Department**

- Etiquettes & attributes of f&b services department's personnel such as personal hygiene, grooming, honesty, punctuality, discipline, loyalty, communication skills, salesmanship, food & local area knowledge, customer relations etc.
- Coordination of f&b services department with other major departments of the organization

#### **TOPIC-VI**

##### **Introduction to Meals**

- Role & importance of breakfast.
- Breakfast – classification, types of courses & cover setup.
- Description, importance & examples of brunch, lunch, hi-tea, dinner, supper & mid night meal.

#### **PRACTICALS**

- Identification & handling of cutlery, crockery, glassware, flatware, tableware, tableware etc.
- Handling salver (loaded & unloaded).
- Laying of table cloth & other linens on the table.
- Setting up the table & cover.
- Preparation of napkin folds.
- Handling telephonic reservation.
- Greeting, meeting & seating of the guests.
- Carrying, placing & removing cutlery/crockery.
- Service of water & change of ash tray.



## Unit II: Principles of Food & Beverage Production

Unit Reference Number	<b>HHM03032</b>
Unit Title	<b>Principles of Food &amp; Beverage Production</b>
Unit Level	<b>3</b>
Total Qualification Time	<b>80 hours</b>
Guided Learning Hours	<b>40 hours</b>
Unit Credit UK	<b>8</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### TOPIC-I

#### Introduction of Cookery

- Introduction of modern cookery - nouvelle cuisine & haute cuisine.
- History of cuisine – Italian, French, middle east, Chinese cuisine
- Indian cuisine - regional cuisine of India.

### TOPIC-II

#### Understanding of Raw Material

- Understanding of common ingredients use in cookery.
- Salt - types of salt.
- Sugar - types of sugar, stages of sugar, uses & storage.
- Shortening & oils - types of fat, uses of fat, rendering of fat, types of oil, storage of fat & oil.
- Leavening method - classification of leavening, function of leavening & storage.
- Thickening & binding agent.
- Role & use of liquids such water, milk, honey etc & dairy products used in cookery.
- Eggs - types of eggs, methods of checking egg, different types of egg preparation & storage of eggs.

### TOPIC-III

#### Kitchen Organization & Staffing

- Introduction to kitchen organization.
- Kitchen organization chart of large & small hotel kitchen / kitchen brigade.
- Duty & responsibilities of various chefs & cooks.
- Interdepartmental co-ordination of kitchen with other departments.



#### **TOPIC-IV**

##### **Hygiene & Sanitation**

- Role & importance of personal hygiene in food production.
- Uniforms of chefs.
- Different color coding of chopping boards.
- Ares sanitation & chopping board sanitations.
- Chemicals used in kitchen.

#### **TOPIC-V**

##### **Methods of Cooking**

- Effect of heat in nutrition of food.
- Heat transfer method - conduction, convection & radiation.
- Methods - dry heat method, moist heat method & combinations.
- Styles of cooking- baking, boiling, poaching, steaming, roasting, grilling, braising, broiling etc

#### **TOPIC-VI**

##### **Tools & Equipment used in Food Production**

- Classification of equipment.
- Cleaning & maintenance of equipment.
- Storage & usage.
- Selection of equipment/quality check of equipment.

#### **TOPIC-VII**

##### **Basic Stocks, French Sauces & Soups**

- Stocks - introduction, elements, types, uses & storage.
- Sauces - introduction, elements, types, basic French sauces & derivatives.
- Roux - introduction, types, usage & storage.
- Soups- introduction, classification, ingredients, modern trends of plating & international soups

#### **PRACTICALS**

- Identification & handling of tools & equipment.
- Segregation of food materials.
- Basic cuts of vegetables.
- Preparation of roux, slurry, liaisons etc.
- Preparations of French basic sauces.
- Stock preparation.
- Basic methods of cookery - poaching, grilling, roasting, baking, stewing etc.
- Egg cookery - basic preparation of eggs.
- Three course of Indian & continental menu.



### **Unit III: Customer Service Management**

Unit Reference Number	<b>HHM03033</b>
Unit Title	<b>Customer Service Management</b>
Unit Level	<b>3</b>
Total Qualification Time	<b>80 hours</b>
Guided Learning Hours	<b>40 hours</b>
Unit Credit UK	<b>8</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### **TOPIC-I**

##### **Principles of Consumer Behaviour in Tourism & Hospitality Industry**

- Main theories of consumer behavior in Tourism & Hospitality Industry
- Consumer behavior in the tourism & hospitality industry

#### **TOPIC-II**

##### **Principles of Managing Customer Relations**

- Explain the importance of customer relations in the tourism and hospitality industry.
- Define the different functions within tourism and hospitality organisations that are linked to customer relations.
- Analyse the factors that influence the management of customer relations in the tourism and hospitality industry.

#### **TOPIC-III**

##### **Nature and Importance of Customer Service**

- Characteristics of excellent customer service in the tourism and hospitality industry.
- Assess the relationship between customer service and business performance in the tourism and hospitality industry.
- Determine the consequences on tourism and hospitality businesses of ineffective management of customer complaints.

#### **Suggested Reading**

Hudson, S. and Hudson, L. (2012) Customer Services in Tourism and Hospitality. London: Goodfellow





## Unit IV: Front Office Operations

Unit Reference Number	<b>HHM03034</b>
Unit Title	<b>Front Office Operations</b>
Unit Level	<b>3</b>
Total Qualification Time	<b>80 hours</b>
Guided Learning Hours	<b>40 hours</b>
Unit Credit UK	<b>8</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

### TOPIC-I

#### Tourism

- Meaning – definition and measurement of tourism.
- Classification – recreation, leisure, adventure, sports, health etc.
- Socio – economic benefits of tourism.
- Adverse effects of tourism.
- Basic components and infrastructure.
- Itinerary, passport and visa – Basic information.

### TOPIC-II

#### The Hospitality Industry

- History and development of lodging industry – International.
- History and development of lodging industry – India.
- Defining the term – Hotel.
- Reasons for travel.

### TOPIC- III

#### Classification of Hotels

- Based on Size, Location, and Length of Stay.
- Levels of Service, Ownerships and Affiliations.
- Referral Hotels, Franchise and management contracts.
- Chain Hotels.
- Target Markets.
- Alternate Lodging facilities.



#### **TOPIC-IV**

##### **Organizational Structure of Hotels & Lobby Arrangements**

- Small.
- Medium.
- Large.
- Layout and equipment in use in the Lobby.
- Handling VIPs.
- Duty Rota and work schedules
- Uniformed Service.

#### **TOPIC-V**

##### **Front Office Organization & Personnel**

- Basic Layout and Design.
- Departmental Organizational Structure.
- Departmental Hierarchy.
- Attitude and Attributes and Salesmanship.
- Job Descriptions and Job Specifications of Front Office Personnel.

#### **TOPIC- VI**

##### **Front Office Operations**

- The Front Desk- Equipments in use.
- The Guest Room- Types and Status Terminology.
- Key Controls.
- Tariff plans.
- Types of rates.

#### **TOPIC- VII**

##### **Front Office responsibilities**

- Communication – internal and interdepartmental.
- Guest services – basic information.
- Guest history – maintenance and importance.
- Relationship marketing.



## **TOPIC –VIII**

### **Reservations**

- Need for reservations, definitions, importance of reservations.
- Types of reservations.
- Sources and modes of reservations.
- Individual and group bookings
- Booking instruments – Whitney slips, Whitney racks, Density Charts, Booking diary, Conventional charts, A & D register etc.
- The Reservation Cycle.
- Hotel Reservation Systems, CRS, Inter-sell agencies, Internet applications.

## **TOPIC – IX**

### **Telecommunications**

- Equipments
- Communication skills – common phrases in use.
- Conversations over telephones.

### **Practicals**

- Identification and familiarisation with front desk equipments and Performa's.
- Skill to handle front desk operations i.e guest reservations, guest arrival (FIT and groups) including baggage handling
- Skills to handle to telephones at the reception- receive/ record messages.
- Skills to handle guest departure (fits and groups)
- Preparation and study of countries, capitals, currencies, airlines and flags chart
- Role play:
  1. At the porch, Guest driving in Doorman opening the door and saluting guest; Calling bell boy
  2. At the Front Desk: Guest arriving; greeting & offering welcome drink and guest interactions.

### **Suggested Reading**

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks



## **Unit V: Principles of Housekeeping Operations and Management**

Unit Reference Number	<b>HHM03035</b>
Unit Title	<b>Principles of Housekeeping Operations and Management</b>
Unit Level	<b>3</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**

#### **Introduction of Housekeeping Department**

- Description & introduction to housekeeping department.
- Organizational structure of a small, medium & large hotel.
- Importance of housekeeping department in hospitality industry.
- Role of housekeeping in guest satisfaction & repeat business.

### **TOPIC-II**

#### **Organizational Structure of Housekeeping Department**

- Layout of housekeeping department & its areas of responsibility.
- Hierarchy of housekeeping department in small, medium & large size hotel.
- Coordination of housekeeping with other departments.
- Duties & responsibilities of housekeeping department.

### **TOPIC-III**

#### **Staffing in Housekeeping Department**

- Personality traits of housekeeping staff.
- Job description & job specification of housekeeping personnel
- Job analysis of the department.

### **TOPIC-IV**

#### **Planning of Housekeeping Operations**

- Planning process of the housekeeping operations.
- Duty roaster & work schedule followed in h.k. operations.
- Forms, formats, records & registers used in various housekeeping operations.



## **TOPIC-V**

### **Hotel Guest Rooms**

- Types of guestrooms.
- Standard layout of a single, double, twin & suit room.
- Importance of the guestroom to a guest.
- Guest room status.
- Guest floor rules.

## **TOPIC-VI**

### **Cleaning Science**

- Traits of a good cleaning agent.
- Different cleaning agents used in h.k. department.
- Cleaning equipment & their usage.
- Storage, distribution & control of cleaning equipment.

## **PRACTICALS**

- Sample layout of various guest rooms.
- Guest room supplies & their placement.
- Chamber maid's trolley.
- Identification of cleaning chemicals.
- Identification of housekeeping cleaning tools.
- General cleaning in an organization.
- Cleaning different surfaces such as glass, metal, furniture, ceramic etc.



## **Unit VI: Marketing Research and Sales Management for Hospitality Industry**

Unit Reference Number	<b>HHM03036</b>
Unit Title	<b>Marketing Research and Sales Management for Hospitality Industry</b>
Unit Level	<b>3</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**

#### **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**

#### **Public Relations, Sales Management and Integrated Marketing Communication**

- The Marketing Communications Mix,
- The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations,
- The Public Relation Process, Personnel Selling, Direct Marketing, Technology and its applications in Marketing.

### **TOPIC- III**

#### **Research in Hospitality Industry**

- Explain the need for market research in tourism and hospitality organisations.
- Conduct market research using primary data relating to the tourism and hospitality industry.
- Collate and analyse secondary data relating to the tourism and hospitality industry using the principles of market research.



### Suggested Reading

- Bowie, D. and Buttle, F. (2011) Hospitality Marketing: Principles and Practice. Abingdon: Routledge
- Kotler, P., Bown, J. and Makens, J. (2013) Marketing for Hospitality and Tourism. London: Pearson

### Unit VII: Basic Accounting and Financial Management

Unit Reference Number	<b>HHM03037</b>
Unit Title	<b>Basic Accounting and Financial Management</b>
Unit Level	<b>3</b>
Total Qualification Time	<b>80 hours</b>
Guided Learning Hours	<b>40 hours</b>
Unit Credit UK	<b>8</b>
Mandatory/Optional	<b>Mandatory</b>
Unit Grading Structure	<b>Pass/Fail</b>

#### TOPIC I

##### Understand the Function of Accounting within the Hospitality Industry

- Clarify the purpose of accounting and finance in the context of a tourism or hospitality organisation.
- Explain the difference between partnership and a limited company.
- Explain the difference between the private sector and the public sector in terms of ownership and objectives.

#### TOPIC- II

##### Basics and Terminology

- Accounting: Business Transaction and Basic Terminology,
- Need to Study Accounting, Accounting functions,
- Purpose of Accounting Records,
- Accounting Principles – Concepts and Conventions.

#### TOPIC III

##### Be able to prepare documents involved in financial transactions based on accounting principles.

- Account Records: Principles of Double Entry System
- Journal Entries, Ledger, Subsidiary Books
- Cash, Sales & Purchase books
- Bank Reconciliation statement.

**Suggested Reading**

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accounting Earnest B. Horwath & Luis Toth