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Institute of Hotel & Tourism Management
M.D University Rohtak - Haryana

Syllabus for Entrance Test for Ph.D Programme in Hotel & Tourism Management for
admissions through Hotel Management gateway.

Unit - I

Front Office

Hospitality- Introduction, concept, development over the ages in context of Indian and International hospitality Industry.

The Hotel Industry: Organization of Hotels, Ownership structure: (Sole Proprietorship, Partnership, Franchisees and Management Contract), Major Hotel Chains in India. Overview of major Hotel departments, Inter and Intra departmental relationships.

Introduction to Front Office: Layout of the front office, Different section of the front office and their Importance, Qualities of Front Office staff.

Organizational set-up of Front office Department in small, medium and large hotels. Job description and Job specification of different front office personnel.

Basic Information for Front Desk Agents

Different types of rooms, Numbering of rooms and floor plan, Basis of charging a guest. Tariff and tariff fixation, Terms used at Front Desk.

Reservation

Sources & Modes of Reservation, Types of Reservation, Systems of Reservation, Amendments and cancellations procedures, Group reservation, overbooking, Modes of Payments- Advantages and Disadvantages

Registration

Pre-registration activities, Methods of registration, Room & rates assignment, Handling registration of Foreigners, Room change procedure. Telephonic etiquettes/ manners, the need for developing the telephone skills

Guest Accounting

Types of Accounts maintained at the front office, Front office cashiering Guest check out procedures, Preparation of bills- manual, mechanical & fully automated system, Express check out (ECO), Presentation & settlement - Cash & credit note, handling foreign exchange.

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Night Auditing, Control of cash & credit

Concept of Night Auditing, Purpose of night audit function, Night auditor's Job, Night audit process/ procedures, preparing the night auditor reports

Concept of cash & credit control, Objectives of credit control measures, Credit control- before arrival, during stay & after departure

Yield management

Concept of yield management, Measuring yield, Objectives & benefits of yield management, Tools & strategies of yield management.

Role of Front office in hotel security. Security Programme- Concept, developing a programme. Key control. Handling emergency situations.

Unit - II

Food and Beverage Service

Introduction to Food and Beverage Service

Introduction, Sections and their Importance, Types of F&B outlets, Ancillary departments, Qualities of F&B staff, Organizational set-up of F&B Service department in small, medium and large hotels, Job description and Job specification of different front office personnel, Career opportunities in F&B Industry, Latest trends in F&B Service Industry.

Food & Beverage Service Equipment

Types & Usage of Equipment - Furniture, Chinaware, Silverware, Glassware, Linen & Disposables, Special Equipment, Role of Kitchen stewarding department, Care and maintenance of F&B service equipments.

F&B Service Methods

Table Service - English / Silver, American, French, Russian Self Service - Buffet & Cafeteria. **Specialized Service** - Gueridon, Tray, Trolley, Lounge, Buffet service and Banquet procedures etc.

Single Point Service - Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

Breakfast: - Continental, English, American and Indian, Introduction, Types, layout, cover, Accompaniments and services, Latest trends in breakfast

Room Service- Introduction, types, importance, organizational structure & service procedure.

Menu: Introduction, types, importance, Menu Planning, considerations and constraints

French Classical menu, Classical Foods & its Accompaniments with Cover, Rules for waiting at a Table.

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Non Alcoholic Beverages: Introduction, Classifications and Types.
Tea- History, types, production process, service and storage. **Coffee-** History, types, production process, service and storage.
Alcoholic Beverages: Introduction, classifications, types- a brief detail. **Beer-** History, types, production process, national and international brands, service and storage.
Spirits- History, types, production process, national and international brands, service and storage
Wine: Introduction, classifications, types, production process. Wine tasting and faults. Wine labelling. Pairing alcohol and food. Knowledge of Wine grapes, and wine regions. International wine brands. Old world wine and New world wine- a brief introduction. Professional wine service and storage.
Banquet management: Introduction, types, organizational structure, layout. Banquet booking procedure. Staff and space required for different kinds of banquet functions. Banquet menu. Banquet forms and formats.
Buffet - introduction, types, equipments and buffet presentation techniques. Current trends in banquet and buffet operations
Advance Bar Layout & Design - Types of Bar , Design of Bar, Major Bar Equipments, Bar Accessories, Consumable Supplies
Glassware - commonly used, Storage & Handling of Glassware
Cocktails and Mocktails: Emerging trends in bar operations
Beverage control: Introduction, Procedure, techniques and importance of beverage control. Purpose and standards of Beverage control: purchasing, receiving, storing and issuing. BOT. Inventory control. New trends in bar and beverage control operations.

Unit - III

Accommodation Operation & Management

Accommodation Sector in India:

Hotel Classification, Types, Indian & Foreign Origin Hotel Chains in India, HRD perspective with special reference to India - Requirements, Training facilities, Constraints and scope. Hotel.

Introduction: Meaning and definition, Importance of Housekeeping: Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Roles of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff - skills of a good

Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department.

Cleaning Science: Types of cleaning equipments, selection, general principles; Types of cleaning- daily, weekly spring and deep cleaning, Housekeeping control desk-importance, role; Types of registers and files maintained; Types of Keys and Keys control; Lost of Found procedure and formats

Cleaning of Public Areas: Cleaning process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/bar/banquet halls/Administration offices/Lifts and Elevators/Staircase/back areas/Front areas/ Corridor), Pest Control; Types of pests, Control procedures.

Cleaning of Guest Rooms: Daily cleaning of (Occupied/Departure vacant Under repair VIP rooms, Weekly cleaning/spring cleaning, Evening service, Systems & procedures involved, Forms and Formats, Guest room cleaning - Replenishment of Guest supplies and amenities

Housekeeping Supervision: Importance of inspection, Check-list for inspection, typical areas usually neglected where special attention is required, Degree of discretion/delegation to cleaning staff.

Linens/Uniform Tailor Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, Linen Inventory system, Uniform designing: Importance, types, characteristics, selection, par stock

Interior Decoration-: Importance, Definition & Types, Classification, Principles of Design: Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colors, Texture, Coorls: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes, Lighting: Classification, Types & Importance

Laundry Management: In-house Laundry vis contract Laundry: merits & demerits, Layout, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal

Unit - IV

Food Production

Introduction to cookery and evolution. Aims and objectives of cooking food.

Qualities of Kitchen staff, Kitchen Staff organization & liaison of kitchen with other departments, Duties and attributes of kitchen staff.

Handling kitchen accidents e.g. burns, cuts, fractures and Heart attack.

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Fire: Introduction, Types and how to extinguish different types of fire.

Various types of fuels used in kitchen, Kitchen equipment- types and selection,

Basic food nutrients, their importance and effect of heat on these.

Ingredients used in cooking: Cereals and Grains, Fruits and Vegetables, and Sweeteners, Egg, Milk and Milk Products, Salt and Oil & Fat - Types, Purchasing and Storing considerations.

Pre-preparation techniques of ingredients.

Cooking methods- introduction and types.

Stocks, Soups and Sauces - Introduction, classification, important considerations and recipes.

Fish, Poultry, Lamb/Mutton, Beef and Pork- Introduction, cuts, selection points.

Bakery- Introduction, and importance of baking ingredients.

Cake - Cake making methods, Cake Faults- reason for faults

Pastry - Pastry making methods, Pastry Faults- reason for faults

Indian Cuisine: Introduction, ingredients used, unique features and famous dishes.

French Cuisine: Introduction, main ingredients used, special features and famous dishes.

UNIT -5

Marketing

Core concepts in marketing: Needs, wants, demands, products, markets. Marketing management philosophies - Production, product, selling, marketing and societal perspectives. Economic importance of marketing

Hospitality marketing: service characteristics of Hospitality & Tourism Business, Unique feature of tourist demand and hospitality/tourism product, marketing mix. Market segmentation and positioning, consumer buying behaviour, product life cycle, interactive and relationship marketing

Planning marketing programmes : Product and product strategies: product line product mix; branding and packaging; pricing; considerations, approaches and strategies. Distribution channels and strategies

UNIT-6

Research Methodology

Research: Meaning; types; trends and challenges with special reference to hotel business. Guiding principles in selection of research problem.

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Frequency distribution: meaning; problems and considerations in construction numerical frequency distributions.

Measures of central tendency and variation. Correlation and regressions analysis

Probability and probability distributions Sampling and statistical testing

Parametric and non parametric testing

UNIT -7

Management

Management: concept , nature, process and function. Management levels managerial skills and roles. The external environment social responsibilities and ethics.

Planning: nature, purpose, types and process. Management by objectives strategies and policies. Decision making process, tools and techniques Decision making models.

Organizing: concept of organizing and organization. Line and staff, Authority and responsibility, span of control , delegation. Decentralization, conflict and coordination organization structure and design management of change innovation and organization development.

Directing: communication -process, type, barriers, and principles of effective communication. Motivation- Theories and practices, leadership- concept theories and styles.

Controlling: Process, methods and techniques. Managing international business.

S. Malek

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K. Kalaiya

A. P. R.

AD

S. K.

Amob

Dr. S. S. S.

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