

Course Details : BHM, Semester IV

Course Code	Course Description	Credits Hours
ACC 126	Hospitality Accounting and Costing	3
FNB 274	Food Productions and Patisserie IV (Theory)	3
FNB 294	Food Productions and Patisserie IV (Practical)	1.5
FNB 275	Food and Beverage Service IV (Theory)	3
FNB 295	Food and Beverage Service IV (Practical)	1.5
RDM 283	Room Division Management II (Theory)	3
RDM 293	Room Division Management II (Practical)	1.5
MKT 143	Hospitality Marketing	3
	Total Credits	19.5



Pokhara University
Faculty of Management Studies

Course code.: FNB 295

Course title: **Food and Beverage Service IV**

Nature of the course: Theory

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 48

Program: BHM

1. Course Description

This course is designed to provide knowledge to students about Accommodation department of hotel, the layout and organizational structure of this department, guest rooms and caring and cleaning various surfaces using appropriate cleaning agents. It covers the importance of housekeeping control desk and how it is considered as nerve center of accommodation department. It is also designed to provide the knowledge about dealing with various emergency situation in hotel. And provide important information about maintaining safe and secure environment to both guests and staffs.

2. General Objectives

- The general objectives of this course are:
- To familiarize the students with accommodation department of hotel
- To provide the students with brief knowledge about various layout of housekeeping department
- To make student aware about the organizational structure of accommodation department.
- To make the students cognizant of various type of rooms and their features
- To make the students knowledgeable about care and cleaning of various hotel surfaces with a proper knowledge of appropriate cleaning agents
- To acquaint the students with various possible emergency situations while working in housekeeping department as well as providing awareness about maintaining safe and secure environment

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • Explain the spirit/liquor/distillate • Distinguish the making process of distilled alcoholic beverage • Identify pot and patent still and its functioning • Explain Characteristic of pot still and patent still obtained alcohol. • Identify various distilled alcoholic beverages • Distinguish between aged and non-aged distilled alcoholic beverages 	<p>Unit I: Distilled Alcoholic Beverages (14 Hours)</p> <p>1.1 Introduction: History and Definition of Spirits,</p> <p>1.2 Characteristics and Types of Distillations.</p> <p>1.3 Types of Spirits, methods of production & service</p> <p> 1.3.1.1 Introduction: Whiskey,</p> <p> 1.3.1.2 Classification of whisky by nature and origin,</p> <p> 1.3.1.3 Whiskey Manufacturing Process,</p> <p> 1.3.1.4 Popular brands of whiskies,</p>



<ul style="list-style-type: none"> • Describe whisky making process, type of whiskies in terms of nature and origin. • Identify how whisky is served, what are the popular mixes of whisky and whisky based mixed drinks • Explain brandy and making process • Identify Various sub regions of cognac and Armagnac. And varieties of grapes used. • Explain The various categories of brandies • Describe various other fruit brandies • Distinguish various popular brandies and service methods with popular mixes and brandy based mixed brinks • Explain rum and its making process • Distinguish between various types of rums • Identify popular rums and their service along with mises and rum based mixed drinks • Explain flavored rum and their uses • Explain vodka, making process and its popular brands • Identify its service with common mises and vodka based mixed drinks. • Describe flavored vodka • Explain making process of gin, its type and styles • Describe the flavoring ingredients and methods of gin • Explain the popular brands of gin and its service with common mixes and gin based cocktails. • Explain the making process of tequila and its service • Identify popular brands and types of tequila along with tequila based popular mixed drinks 	<ul style="list-style-type: none"> 1.3.1.5 Popular mixes and service of whisky 1.3.2.1 Introduction: Brandy 1.3.2.2 Classification of cognac, Armagnac, production areas of Cognac & Armagnac, 1.3.2.3 Brandy making process, 1.3.2.4 Categories of brandy, 1.3.2.5 Popular brands of brandy 1.3.2.6 Popular mixes and service of brandy 1.3.3.1 Rum: History and introduction to Rum, 1.3.3.2 Classification of Rum, 1.3.3.3 Making process of rum, 1.3.3.4 Popular brands of Rum 1.3.3.5 Popular mixes and service of rum 1.3.4.1 Vodka: Introduction and origin of Vodka, 1.3.4.2 Vodka Manufacturing Process, 1.3.4.3 Flavored vodkas, 1.3.4.4 Popular brands of vodkas 1.3.4.5 Popular Mixes and service of vodka 1.3.5.1 Gin: History and introduction of Gin, 1.3.5.2 Various flavor extraction methods and manufacturing process of gin 1.3.5.3 Various types of gin and styles of gins, 1.3.5.4 Popular brands of Gin 1.3.5.5 Popular mixes and service of gin. 1.3.6.1 Tequila: Introduction and origin of Tequila, 1.3.6.2 Tequila Manufacturing Process, 1.3.6.3 Types of tequila 1.3.6.4 Popular brands of tequila 1.3.6.5 Popular service of tequila <p>*Practicum Demonstrate both international and domestic spirits and let students see and practice the session using the appropriate mixes, glassware and service methods</p>
<ul style="list-style-type: none"> • Describe compound alcoholic beverages or liqueurs • Identify types of liqueurs • Describe parts of liqueurs • Explain methods of making liqueurs • Identify popular proprietary and generic liqueurs 	<p>Unit II: Liqueurs, Compound Alcoholic Beverage & Aperitifs and Digestifs (5 Hours)</p> <ol style="list-style-type: none"> a. Introduction: History of Liqueur, b. Types of Liqueurs, c. Production Process of 

<ul style="list-style-type: none"> • Distinguish the uses and service methods of liqueurs • Explain spirit-based aperitifs and bitters • Distinguish between beverage and flavored bitters 	<p>Liqueurs (Distillation, Compounding, Maturing, Sweetening and Coloring, Fining, bottling)</p> <p>d. Popular brands of liqueurs e. Service of Liqueur, f. Spirit based Aperitifs and Bitters (flavored bitters)</p> <p>*Practicum</p> <ul style="list-style-type: none"> • Demonstration of various liqueurs' service
<ul style="list-style-type: none"> • Describe alcoholic mixed drinks/ cocktails • Explain various parts of cocktails • Identify various mixing techniques of making cocktails • Identify various tools and utensils used in bars • Distinguish between short and long mixed drinks • Explain about need and purpose of developing new cocktail recipes • Identify various popular spirits-based cocktails • Compute with basic bar terminologies 	<p>Unit III: Mixed Drinks (6 Hours)</p> <p>3.1 Introduction: Concept and history of mixed drinks 3.2 Parts of mixed drinks 3.3 Process of mixing drinks, 3.4 Types of mixed drinks (short drinks, tall drinks) 3.5 Equipment used in bars 3.6 Developing a drink recipe. 3.7 Popular Cocktails 3.8 Basic Terminologies</p> <p>*Practicum</p> <ul style="list-style-type: none"> • Identifications of bar tools and utensils used for mixed drinks • Use various methods to make cocktails & prepare 5 popular cocktails each based on all distilled alcohols.
<ul style="list-style-type: none"> • Identify various factors to be considered while planning a bar • Describe bar and its parts • Explain various parts of bars • Identify various equipment used in bar • Distinguish the various vending machines in bar 	<p>Unit IV: Bar Layout and Design (4 Hours)</p> <p>4.1 Introduction: The Planning Process of bar 4.2 Preliminary Consideration while planning a bar 4.3 Parts of the Bar 4.4 Design Factors of bar 4.5 Lay outs and use of ergonomics in Bar, 4.6 Fitting Draught Beer and Other Vending Machines in Bar</p>
<ul style="list-style-type: none"> • Identify various public bars, banquet bars and dispense bars • Explain host, cash, open and closed bar. Identify the corkage system • Describe various bar activities during opening and closing bar. • Identify various steps in bar operation • Distinguish various bar performances like keeping bar records and control, standard cost and selling price, comparing actual and standard cost. • Explain beverage control report, consumption of straight drinks, 	<p>Unit V: Bar Operation and Management (8 Hours)</p> <p>5.1 Introduction, Types of Bar, Public Bar, Dispense Bar, pubs, Lounge Bar, Wine Bar, Cocktail Bar, Types of Banquet Bar, Cash Bar, Host Bar, Open Bar, Close Bar, 5.2 Corkage system in beverage service, 5.3 Steps Involved in Bar Operation, 5.3.1 Pre-Opening and Closing Activities in bar 5.3.2 Bar Records and Control, 5.3.3 Comparing Actual with Standard Cost,</p>



<p>drinks consumed as cocktail, full bottle sales and bar control report.</p> <ul style="list-style-type: none"> Identifying potential sales value of beverage, also identifying weightage average value of particular beverage and par stock and requisition in bar Describe inter bar transfer, allowance, breakage and spoilage, theft 	<ul style="list-style-type: none"> Analyzing the Consumption and the Cost, Potential Sales Volume and Weightage Average Value, Par Stock or Bottle Control, Bar Requisitions, Inter Bar Transfer, Separating Full Bottle Sales, Spillage, Allowance, Breakage, and Spoilage, Function Bar Control Frauds in Bar
<ul style="list-style-type: none"> Explain responsible alcohol service and developed countries and Nepal regulations in alcohol production, sales and service. Identify important information related with checking ID Distinguish between dram shop and common law as a liability in alcohol service. Explain traffic light system in alcohol service in any authorized Food and beverage establishments. 	<p>Unit VI: Responsible Alcohol Service (4 Hours)</p> <ul style="list-style-type: none"> 6.1 Introduction: Responsible Alcohol Service and the alcohol production, sales and service Law in Nepal 6.2 Blood Alcohol Concentration 6.3 Liability in alcohol sales and services 6.4 Checking Identification of guest 6.5 Alcohol and its Physical Impacts 6.6 Traffic Light System in alcohol service
<ul style="list-style-type: none"> Explain the need of planning for control in Food and beverage establishments. Describe pre-purchase activities undertaken as a control measure in food operation. Identify key elements of purchase specification Distinguish the key specifications of potential suppliers. Explain standard recipe Identify key elements to be considered while purchase, receive and storage. Explain issue system from store, preparation, service and sales in control system Explain the duties and responsibilities of food and beverage controller. • 	<p>Unit VII: Planning for Food and beverage control (7 Hours)</p> <ul style="list-style-type: none"> 7.1 Introduction: Control System <ul style="list-style-type: none"> 7.1.1 Pre-purchase activities 7.1.2 Menu Design 7.1.3 Compiling Standard Recipe 7.1.4 Standard purchase specifications, 7.1.5 Supplier considerations, 7.1.6 Control cycle (purchasing, receiving, storing and issuing, preparation, holding, service), 7.1.7 Duties and Responsibilities of Food and Beverage Controller,

Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.



5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	10%	50
		Field visit/ observation	5%	
		Presentation	5%	
		Practicum/ participation	5%	
		Attendance	5%	
		Class participation	10%	
		Term exam	60%	
Total external	50	Total Internal	100%	50
Full Marks 50+50 = 100				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. **Students are required to complete all the requirements defined for the completion of the course**

6. Prescribed Book and References

Prescribed Text Book

Singaravelavan, R. (2012). *Food and beverage service*. Oxford University Press Publication.

Reference Books

- Andrews, S. (2013). *Food & beverage management*. Tata McGraw Hill.
- Lipsinski, B., & Lipinski, K. (1996). *The complete beverage dictionary*. Van Nostrnd.
- Fielden, C. (2001). *Exploring wines & spirits*. Wine & spirit education trust.
- Kotschevar, L. H., & Tanke, M. L. (1996). *Managing bar and beverage operations*. Educational Institute of the American Hotel & Lodging Association
- Ninemeier, J. D. (2021). *Management of food and beverage operations*. American Hotel & Lodging Association.



Pokhara University
Faculty of Management Studies

Course code.: FNB 295

Course title: **Food and Beverage Service IV**

Nature of the course: Practical

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 24

Program: BHM

1. Course Description

This course presents a thorough and systematic coverage of theoretical and practical aspects of food and beverage management along with bar management practices. This topic develops knowledge and skills related to the production and service of beverages. Of importance is the service of alcohol and the legal responsibilities for the hospitality employee. Students should think critically on issues that impact on beverage production and services such as the consequences of societal obligations related to the service of alcoholic beverages. This course deals with the organizing and managing of bars and restaurants, marketing the product and services of food and beverage operations of the hotels.

2. General Objectives

The course will introduce learner to get a comprehensive knowledge and understanding of managerial functions of food & beverage service department of hotel and catering industry. The course aims to help the students to develop a perspective about the concept of marketing and its implications in varied forms in the hotel industry. The contents of the course shall focus on gaining the knowledge about the business trends in the hotel industry and the understanding of the role of marketing in it. It also aims to enable the student to acquire professional competence at managerial levels in the particular department and understand the distilled alcoholic beverage knowledge and bar management practices.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • Identify various liquors and find the appropriate mixes for liquor service • Identify various tools, utensils, glassware and equipment used in bar. • Explain the various cocktail making techniques • Describe the use of taps in bars for dispensing aerated waters, beers 	<p>Practical Contents (24 Hours)</p> <p>Introduction of ABV (Alcohol by Volume)</p> <p>Vodka</p> <p>Rum</p> <p>Whiskey</p> <p>Tequila</p> <p>Liqueurs/ Aperitifs</p> <p>Brandy</p> <p>Gin</p> <p>Important Equipment used for Cocktail Making</p> <p>Garnish for Cocktail</p> <p>Vegetable garnish</p> <p>Fruit Garnish</p> <p>Swizzle Stick</p> <p>Salt Rimming</p> <p>Twists and Critic Oil Infusion</p> <p>Quick Garnish Ideas</p> <p>Use of Various Types of Glasses and Their Purpose</p> <p>Built</p>



	Introduction to Tall and Short Drinks Summer & Winter Cocktails Event / Festival Cocktails Molecular Mixology Introduction Mocktail Introduction & Demonstration – 4 Sober Drinks (Pick Me up Drinks) Cocktail: (Vodka Based -5, Whiskey Based -5, Rum Based -5, Tequila Based -5, Liqueurs based -10) Mixing Muddling Building Layered Foam Shots Mixers Float
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Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Practical examination and Viva	50	Attendance	5%	50
		Hygiene and grooming	10%	
		Team Work	10%	
		Hospitality etiquette	10%	
		Task Evaluation	50%	
		Quizzes (De-briefing)	15%	
Total external	50	Total Internal	100%	50
Full Marks 50+50 = 100				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. **Students are required to complete all the requirements defined for the completion of the course**

6. Prescribed Books and References

Prescribed Text Books

Kotschevar, L. H., & Tanke, M. L. (1996). *Managing bar and beverage operations*. Educational Institute of the American Hotel & Lodging Association

Ninemeier, J. D. (2021). *Management of food and beverage operations*. American Hotel & Lodging Association.

Reference Books

Fuller, J., & Waller, K. (1991). *The menu, food and profit*. Stanley Thornes.

Ninemeier, J. D., & Hayes, D. K. (2006). *Restaurant operations management*. Pearson Education Inc.



Pokhara University
Faculty of Management Studies

Course code.: RDM 283

Course title: **Room Division Management II**

Nature of the course: Theory

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 48

Program: BHM

1. Course Description

This course presents a thorough and systematic coverage of introduction of front office accounting, the night auditing and focuses on planning and evaluating front office operations as well as revenue management. It also covers the maintenance and environment management and also human resource management in front office operations.

2. General Objectives

The purpose of this course is to provide the students with a broad and integrative introduction of the front office accounting and techniques of night auditing as well as maintenance of front office. The course also attempts to enable the students to understand the security and environment management, and also managing of human resource in front office department.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> ● Understand front office accounting fundamentals. ● Explain the features of the accounting cycle. ● Identify the importance of tracking transactions. ● Explain the need of Internal control . ● Differentiate between Discount & Allowances. ● Explain the duties of the night auditor ● Define cross referencing. ● Mention the importance of Guest credit monitoring ● Illustrate with example the audit posting formula. ● Describe the night audit process. 	<p>Unit I: Front office Accounting (12 Hours)</p> <p>1.1 Front Office Accounting:</p> <ul style="list-style-type: none"> 1.1.1 Accounting Fundamentals, 1.1.2 Accounting cycle, 1.1.3 Tracking Transactions, 1.1.4 Internal Control, 1.1.5 Discount and Allowances <p>1.2 The Night Auditing</p> <ul style="list-style-type: none"> 1.2.1 Introduction of Night Auditing: 1.2.2 Duties of the Night Auditor, 1.2.3 Cross Referencing, 1.2.4 Guest Credit Monitoring, 1.2.5 Audit Posting Formula, 1.2.6 The Night Audit Process
<ul style="list-style-type: none"> ● Explain the importance of use of technology in front office. ● Describe the property management system. ● Illustrate with examples the different property management system used in hotel. 	<p>Unit II: Technology in Front Office (5 Hours)</p> <p>2.1 Introduction:</p> <ul style="list-style-type: none"> 2.1.1 Importance, 2.1.2 Property Management System, 2.1.3 Different property management system in Hotel
<ul style="list-style-type: none"> ● Explain the importance of establishing room 	<p>Unit III: Planning and Evaluating (7 Hours)</p>



<p>rates.</p> <ul style="list-style-type: none"> • Describe the needs of forecasting room availability • Understand the requirement of budgeting for operations. • Explain the Daily occupancy report, occupancy ratio etc. • Describe briefly the room revenue analysis. • Explain the need for a room division income statement. • Understand the need for a room division budget report. • Define the ratio standards. 	<p>3.1 Introduction of Room Rate:</p> <ul style="list-style-type: none"> 3.1.1 Establishing Room Rates, 3.1.2 Forecasting Room Availability, 3.1.3 Budgeting for Operations. <p>3.2 Evaluating Front Office Operations</p> <ul style="list-style-type: none"> 3.2.1 Daily Occupancy Report, 3.2.2 Occupancy Ratio, 3.2.3 Room Revenue Analysis, 3.2.4 Hotel Income Statement, 3.2.5 Room Division Income Statement, 3.2.6 Room Division Budget Report, 3.2.7 Ratio Standards.
<ul style="list-style-type: none"> • Describe with relevant examples the concept of revenue management in any hotel. • Explain the need of measuring yield. • Describe briefly the various elements of revenue management. 	<p>Unit IV: Revenue Management (6 Hours)</p> <p>4.1 Introduction of Revenue:</p> <ul style="list-style-type: none"> 4.1.1 The Concept of Revenue Management, 4.1.2 Measuring Yield, 4.1.3 Elements of Revenue Management
<ul style="list-style-type: none"> • Explain the importance of maintenance management. • Understand how maintenance work in a hotel is carried out. • Describe briefly the various types of maintenance. • Identify the importance of a security department in a hotel. • Explain the need of developing the security program. • Illustrate with examples the management's role in security. • Explain the need of setting up a security program. • Understand the various types of employee safety programs. • Identify the different security risks & threats. 	<p>Unit V: Maintenance Management (8 Hours)</p> <p>5.1 Introduction:</p> <ul style="list-style-type: none"> 5.1.1 Importance of maintenance management, 5.1.2 Communicating maintenance works, 5.1.3 Type of maintenance (Preventive Maintenance, Corrective Maintenance, Predictive Maintenance) <p>5.2 Security Management</p> <ul style="list-style-type: none"> 5.2.1 Importance of a Security Department, 5.2.2 Developing the Security Program, 5.2.3 Management's Role in Security, 5.2.4 Setting up the Security Program, 5.2.5 Employee Safety Programs, 5.2.6 Security risks and threats
<ul style="list-style-type: none"> • Identify the needs of planning the transportation requirement in the hospitality industry. • Understand the various transportation arrangements for guests & staff. • Explain the importance of environmental management in the hospitality industry. • Illustrate with relevant examples the various environmental management programs in the front office. 	<p>Unit VI: Transportation and Environmental Management (4 Hours)</p> <p>6.1 Introduction: Planning the Transportation Requirement in the Hospitality Industry,</p> <ul style="list-style-type: none"> 6.1.1 Transportation arrangements for guests and staff, 6.1.2 Environmental Management in the Hospitality Industry, 6.1.3 Environmental Management Programs in front office
<ul style="list-style-type: none"> • Explain briefly the recruiting process. • Define the selecting process in brief. 	<p>Unit VII: Human Resources Management (6 Hours)</p>



<ul style="list-style-type: none"> Identify the needs for staff scheduling. Describe briefly the importance of staff motivation. 	7.1 Recruiting, 7.2 Selecting, Hiring, 7.3 Staff Scheduling, 7.4 Staff Motivation
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Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	15%	50
		Quizzes	10%	
		Attendance	5%	
		Class participation	10%	
		Term exam	60%	
Total external	50	Total Internal	100%	50
Full Marks $50+50 = 100$				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. ***Students are required to complete all the requirements defined for the completion of the course.***

6. Prescribed Books and References

Prescribed Text Books

Kasavan, L. M., & Brooks, R. M. (2009). *Managing front office operations*: AH&LA, Michigan, USA.

Tewari, J. R. (2016). *Hotel front office Operations and management*: New Delhi: Oxford University Press.

Reference Books

Bhatnagar, S. K. (2011). *Front office management*: New Delhi: NCR Frank Bros. & Co

Andrews, S. (2013). *Front office management & operations*: New Delhi: Tata McGraw Hill

Bardi, J. A. (2011). *Hotel Front office management*: New Delhi: Wiley India Ltd.



Pokhara University
Faculty of Management Studies

Course code.: RDM 293

Course title: **Room Division Management II**

Nature of the course: Practical

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hour

Total periods: 24

Program: BHM

1. Course Description

This course presents a thorough and systematic coverage performing the task of night auditor practice in front office department. It also focuses on the handling security problems in the hotels and handling revenue management software used in hotel industry.

2. General Objectives

The purpose of this course is to provide the students with the knowledge and skill of performing the task of night auditor, handling security problems and handling revenue management software practice in the hotel industry.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> ● Explain the tasks of a Night Auditor (Vouchers, Ledger, Folio); ● Describe the responsibilities and duties of a night auditor; ● Identify security problems: Develop an understanding of security protocols and procedures in the front office, including guest safety, access control, and emergency response. ● Compute with Front office computer applications: Gain knowledge of computer applications used in front office operations, such as property management systems (PMS) and reservation systems. ● Identify hotel software: Understand the functionality and features of hotel software used in front office operations, such as PMS, point of sale (POS), and guest relationship management (CRM) systems. ● Explain unusual situations in the hotel: Develop problem-solving and decision-making skills to handle unexpected or unusual situations that may arise in the front office. 	<p>Practical Contents (24 Hours)</p> <p>Performing the Tasks of Night Auditor. (Vouchers, Ledger, Folio)</p> <p>Handling Security Problems.</p> <p>Front Office Computer Applications.</p> <p>Handling Hotel Software.</p> <p>Handling Unusual Situations in Hotel.</p>

Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.



5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	15%	50
		Quizzes	10%	
		Attendance	5%	
		Class participation	10%	
		Term exam	60%	
Total external	50	Total Internal	100%	50
Full Marks $50+5^0 = 0 = 100$				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. *Students are required to complete all the requirements defined for the completion of the course*

6. Prescribed Books and References

Prescribed Text Books

Kasavan, L. M., & Brooks, R. M. (2005). *Managing front office operations*: AH&LA, Michigan, USA.

Tewari, J. R. (2016). *Hotel front office – operations and management*: New Delhi: Oxford University Press.

Reference Books

Bhatnagar, S. K. (2011). *Front office management*: New Delhi: NCR Frank Bros. & Co.

Andrews, S. (2008). *Front office management & operations*: New Delhi: Tata McGraw Hill

Bardi, J. A. (2021). *Hotel front office management*: New Delhi: Wiley India Ltd.



Pokhara University
Faculty of Management Studies

Course code.: FNB 294

Course title: **Food Productions and Patisserie- IV**

Nature of the course: Theory

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 48

Program: BHM

1. Course Description

This course presents a thorough and systematic coverage of theoretical and practical aspects of western cuisine as well as cakes and pastries. This course will more focus on kitchen management including purchasing and storing of goods, functions of management, food production systems practice in food industry, food presentation, planning and layout of kitchen department, chocolate and icing varieties as well as cakes and pastries. This is designed to provide a comprehensive exploration of both theoretical and practical aspects of Western cuisine. It deals with understanding kitchen management, encompassing the areas of purchasing, storing goods, and various management functions. This includes the examination of food production systems and practices within the food industry. It incorporates the study of specialized aspects such as food presentation, planning, and layout of kitchen departments. This encompasses a detailed examination of chocolate and icing varieties, as well as cakes and pastries.

2. General Objectives

The general objectives of this course are,

- To familiarize the students with a comprehensive understanding of theoretical and practical aspects of western cuisine.
- To equip the students with knowledge about the managerial aspects of kitchen operations, including purchasing, storing goods, and supervising kitchen works.
- To foster an understanding of the role of kitchen management in the broader context of the food industry.
- To enable the students to delve into the practice of food industry operations, emphasizing food presentation, planning, and layout of the kitchen department.
- To prepare students for careers where they can contribute effectively to the production and management of high-quality western cuisine in diverse culinary settings.
- To provide the students with the ability to master chocolate and icing varieties, enhancing their knowledge about cakes and pastries.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • Introduce students to the fundamentals of kitchen management. • Familiarize students with supervisory functions, including forecasting, planning, organizing, supervising, and controlling. • Enable students to understand the allocation of work and create duty rosters. • Introduce the concept of Gantt chart and its application in kitchen management. • Provide an overview of French cuisine 	<p>Unit 1: Production Management (4 Hours)</p> <p>1.1 Introduction of Kitchen Management 1.2 Supervisory Functions of Management (Forecasting, Planning, Organizing, Supervising, Controlling, Planning for any event) 1.3 Allocation of work & Duty Roster 1.4 Gantt Chart</p> <p>Unit 2: Western Cuisines (8 Hours)</p>
	

<ul style="list-style-type: none"> including ethnic dishes and classical menu items. Explore Italian and Mediterranean cuisines, covering regions, ethnic foods, and special dishes. Examine Mexican cuisine, focusing on its unique dishes. Familiarize students with basic Western culinary terms. 	<p>2.1 French Cuisine:</p> <ul style="list-style-type: none"> 2.1.1 Introduction 2.1.2 Ethnic Dishes 2.1.3 Classical Menu items <p>2.2 Italian Cuisine / Mediterranean Cuisine</p> <ul style="list-style-type: none"> 2.2.1 Regions of Italy 2.2.2 Ethnic Foods 2.2.3 Special Italian Dishes 2.2.4 Mediterranean Countries, their specialty dishes & Common ingredients <p>2.3 Mexican Cuisine</p> <ul style="list-style-type: none"> 2.3.1 Special Mexican Dishes <p>2.4 Basic Western Culinary Terms</p>
<ul style="list-style-type: none"> Cover types of wheat, flour, and their processing in food production. Explore shortenings (fats & oils), their varieties, and advantages/disadvantages. Explain raising agents, their classification, role, and actions. Discuss the importance, types, and uses of sugar, along with its advantages and disadvantages. 	<p>Unit 3: Basic Commodities Used In Bakery (8 Hours)</p> <p>3.1 Flour</p> <ul style="list-style-type: none"> 3.1.1 Composition and names of Wheats 3.1.2 Types of Flour 3.1.3 Uses of Flour in Food Production <p>3.2 Shortenings (Fats & Oils)</p> <ul style="list-style-type: none"> 3.2.1 Role of Shortenings 3.2.2 Varieties of Shortenings 3.2.3 Advantages and Disadvantages of using various Shortenings 3.2.4 Fats & Oil – Types, varieties <p>3.3 Raising Agents</p> <ul style="list-style-type: none"> 3.3.1 Classification of Raising Agents 3.3.2 Role of Raising Agents 3.3.3 Actions and Reactions <p>3.4 Sugar</p> <ul style="list-style-type: none"> 3.4.1 Importance of Sugar 3.4.2 Types of Sugar 3.4.3 Uses of Sugar 3.4.4 Advantages and Disadvantages of Sugar
<ul style="list-style-type: none"> Introduce concepts and fundamental elements of food presentation. Emphasize the importance of food presentation. Interpret the art of merging flavors, shapes, and textures in food presentation. 	<p>Unit 4: Food Presentation (6 Hours)</p> <ul style="list-style-type: none"> 4.1 Concepts and Fill elements of food presentation 4.2 Importance of Food Presentation 4.3 Merging of Flavors, Shapes and Textures
<ul style="list-style-type: none"> Provide an introduction to purchasing, receiving, and storing goods. Discuss considerations for purchasing and the purchase system. Outline guidelines for receiving and issuing goods. Cover storing systems for perishable and non-perishable goods. 	<p>Unit 5: Purchasing, Receiving, Storing & Issuing of Goods (4 Hours)</p> <ul style="list-style-type: none"> 5.1 Introduction 5.3 Consideration of Purchasing 5.2 Purchase System and Specification 5.3 Guidelines for receiving and issuing of Goods 5.4 Storing System of Goods (Perishable).



<ul style="list-style-type: none"> • Introduce inventory control and par stock in stores. 	<p>Non-Perishable)</p> <p>5.5 Inventory Control and par stock in Stores</p> <p>5.6 Issuing Processes of Goods</p>
<ul style="list-style-type: none"> • Define the meaning of planning and layout in the kitchen. • Explore different types of kitchens. • Discuss considerations for kitchen planning. • Explain the workflow in various types of kitchens. • Provide insights into general kitchen layout, including different sections. • Outline activities for which space needs to be planned in the kitchen. • Guide students on setting up workstations in the kitchen. 	<p>Unit 6: Planning And Layout of Kitchen Department (10 Hours)</p> <p>6.1 Meaning</p> <p>6.2 Types of Kitchen</p> <p>6.3 Kitchen Planning Consideration</p> <p>6.4 Work Flow of various types of kitchen</p> <p>6.5 General Kitchen Layout (Commissary, Butchery, Main Kitchen, Bakery & Pastry, Bulk Kitchen)</p> <p>6.6 Activities for which space is to be planned in kitchen</p> <p>6.7 Setting up work stations</p>
<ul style="list-style-type: none"> • Cover different types of icing and their uses. • Explore the history, sources, manufacture, and processing of chocolate. • Introduce cakes and pastries, including their basic composition and types. • Discuss various creams used in patisseries, such as pastry cream, whipped cream, butter cream, and lemon cream. 	<p>Unit 7: Patisseries (8 Hours)</p> <p>7.1 Icing & Frosting & Creams</p> <p>7.1.1 Different Types of Icing with their uses.</p> <p>7.1.2 Definition and Types of Frostings</p> <p>7.1.3 Pastry cream</p> <p>7.1.4 Whipped cream</p> <p>7.1.5 Butter cream</p> <p>7.1.6 lemon cream</p> <p>7.2 Chocolate</p> <p>7.2.1 History</p> <p>7.2.2 Sources</p> <p>7.2.3 Manufacture & Processing of Chocolate</p> <p>7.2.4 Types of chocolate</p> <p>7.2.5 Tempering of chocolate</p> <p>7.2.6 Cocoa butter, white chocolate and its applications</p> <p>7.3 Cake And Pastries</p> <p>7.3.1 Introduction</p> <p>7.3.2 Classical Cakes and Pastries, their basic composition</p> <p>7.3.3 Types of Sponge</p> <p>7.3.4 Types of Cakes</p> <p>7.3.5 Modern Trend in Cakes and Pastries</p> <p>➤ (Health aspect, Serving style)</p>

Note: The figures in the parentheses indicate the approximate periods for the respective units.



4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, Project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	10%	50
		Field visit/ observation	5%	
		Presentation	5%	
		Practicum/ participation	5%	
		Attendance	5%	
		Class participation	10%	
		Term exam	60%	
Total external	50	Total Internal	100%	50
Full Marks 50+50 = 100				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. Students are required to complete all the requirements defined for the completion of the course

6. Basic Text Books

Prescribed Text Books

Foskett, D., & Cesevani, V. (2007). *The theory of catering*. Hodder and Stoughton.
 Bali, P. S. (2012a). *International cuisine & food production management*. Oxford University Press.
 Majumder, S. (2011). *Basic training kitchen*. Aman Publication.

Reference Books

Arora, K. (2008). *Theory of cookery*. Franks Bros. & Co. Ltd.
 Bali, P. S. (2011). *Quantity food production operations and Indian cuisine*. Oxford University Press.
 Pauli, E. (1989a). *Classical cooking the modern way*. Van Nostrand Reinhold.
 Gringson, J. (1967). *The book of ingredients*. Michel Joshef Ltd.



Pokhara University
Faculty of Management Studies

Course code.: FNB 294

Course title: **Food Production and Patisserie IV**

Nature of the course: Practical

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 24

Program: BHM

1. Course Description

This course presents a thorough and systematic coverage of principle and practices of western and Mediterranean cuisine and basic understanding of bakery commodities.

2. General Objectives

The general objectives of this course are

- **Lab Practices:** Participate in interactive lab sessions to apply theoretical knowledge, honing their skills in a controlled environment. This will involve practical exercises in setting up work stations, handling equipment, and practicing various cooking techniques.
- **Culinary Environments:** Immerse yourself in practical culinary settings, whether in authentic restaurants or simulated scenarios, to develop firsthand experience. This hands-on approach equips students with the skills to handle kitchen operations, work effectively within teams, and successfully execute various cooking styles.
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3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • Demonstrate the ability to prepare a variety of classic Western appetizers, showcasing diverse flavors and presentation techniques. • Develop the skill to prepare a range of Western soups, emphasizing the use of quality ingredients and mastery of different cooking methods. • Demonstrate proficiency in preparing a selection of Western main courses, incorporating various cooking styles and presenting well balanced and aesthetically pleasing dishes. • Prepare and present a collection of Western accompaniments that complement main dishes, focusing on enhancing overall meal experiences through creative and complementary flavors. • Showcase expertise in the preparation of Western sweets and desserts, emphasizing precision in baking and dessert presentation, while highlighting a range of textures and flavors. 	<p>Practical Contents (24 Hours)</p> <p>Four courses Italian/Mediterranean Menu - 4 Four courses French Menu – 3 Four courses Mexican Menu – 1</p> <p>Demonstration (included in menus): Chocolates, Cake and Pastries</p>

Note: The figures in the parentheses indicate the approximate periods for the respective units.



4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Practical Examination and viva	50	Attendance	5%	50
		Hygiene and Grooming	10%	
		Task evaluation	50%	
		Hospitality Etiquette	10%	
		Team Work	10%	
		Quizzes (Debriefing)	15%	
Total external	50	Total Internal	100%	50
Full Marks $50+50 = 100$				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. Students are required to complete all the requirements defined for the completion of the course.

6. Prescribed Text Books and References

Prescribed Text Books

Bali, P. S. (2012). *International cuisine & food production management*. Oxford University Press.

Pauli, E. (1989a). *Classical cooking the modern way*. Van Nostrand Reinhold.

Foskett, D., Ceserani, V., & Kinton, R. (2004). *Practical cookery*. Hodder & Stoughton.

Majumder, S. (2011). *Basic training kitchen*. Aman Publication

Reference Book

Bali, P. S. (2014). *Food production operations*. Oxford University Press.



Pokhara University
Faculty of Management Studies

Course code.: ACC 126

Course title: **Hospitality Accounting and Costing**

Nature of the course: Theory

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 48

Program: BHM

1. Course Description

This course presents a systematic coverage of different concepts, assumptions and principles of financial accounting. It also focuses on the basic accounting practices such as journalizing the transaction, posting them in to general and special ledgers, Preparation of cash and banks and trial balance. It also describes about how to prepare different financial statements like income statement, departmental statements, balance sheet and statement of cash flow. It also focuses on the importance of managerial accounting and decision procedures regarding different financial alternatives to strengthen the profitability of the organization. Moreover, this course deals with the different budgetary and evolutionary practices used in an organization. This course focuses on the study and analysis of relevant case (s) in each unit.

2. General Objectives

The general objectives of this course are:

- The major purpose of this course is to provide the basic introduction and impart an elementary knowledge of financial accounting and managerial accounting to the students of hospitality management.
- This course focuses on the importance and major areas where the accounting system is essential. This course also attempts to enable students to understand how the different financial statements are prepared and how to read them.
- This course enhances the analytical knowledge of students in carrying financial accounting activities and decisions through the analysis of relevant case (s)
- Beside this, this course aims to provide an understanding of cost and cost behavior and develop an ability to use cost information for planning and control decision.
- It also emphasizes the use of accounting information for planning and control purpose in the hospitality industry.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • To analyze the analytical knowledge of students in carrying financial accounting activities and decisions through 	<p>Unit 1: Introduction (6 Hours)</p> <p>1.1 Accounting as a language of business, 1.1.2 Forms of business organization, 1.1.3 Qualitative characteristics of accounting,</p>



<ul style="list-style-type: none"> the analysis of relevant case (s) To identify an understanding of cost and cost behavior and develop an ability to use cost information for planning and control decision. To explain the use of accounting information for planning and control purpose in the hospitality industry. To define the concept of cost, cost behavior and cost determination of a product; 	<ul style="list-style-type: none"> 1.1.4 User of accounting information 1.1.5 General Accepted Accounting Principles (GAAP), 1.2 Basics of cost accounting, <ul style="list-style-type: none"> 1.2.1 Advantages & Disadvantages of cost accounting, 1.2.2 Cost Concept, Cost unit, Cost Center, 1.2.3 Elements of costing, Costing methods and techniques.
<ul style="list-style-type: none"> To distinguish between single entry and double entry system of accounting. To provide an understanding of book keeping and accounting under double entry system To analyze the way of preparing ledger, trial balance and subsidiary books. 	<p>Unit 2: Accounting for Business Transactions (8 Hours)</p> <p>2.1 Account Records-Principles of Double Entry system, 2.2 Journal Entries, 2.3 Ledger 2.4 Subsidiary Books</p> <p>2.4.1 Cash book 2.4.2 Sales & Purchase books,</p>
<ul style="list-style-type: none"> To describe better understanding of financial statements, income statements, statement of retained earnings, balance sheets To describe annual report and its components in real business scenario 	<p>Unit 3: Financial Statements and Annual Reports (12 Hours)</p> <p>3.1 Financial Statements,</p> <p>3.1.1 Income statements, 3.1.2 Statement of Retained Earnings, 3.1.3 Balance sheet, 3.1.4 Cash flow statements</p> <p>3.2 Annual report and its major components</p>
<ul style="list-style-type: none"> To interpret an understanding of hotel accounting and its special guest ledger To analyze USALI and its proper format To describe financial statement analysis of hotel 	<p>Unit 4: Accounting Systems in Hotels (12 Hours)</p> <p>4.1 Accounting for Guest Ledger,</p> <p>4.1.1 Visitors Tabular Ledger: meaning & purpose-very basic of audit-night audit in hotels</p> <p>4.2 Uniform system of Accounts: Concept, Components & Preparation of USALI</p> <p>4.3 Financial statement Analysis of Hotel: Operating Ratios (average daily room rate, revenue per sellable room, average food service check, food cost percentage, beverage cost percentage, labor cost percentage, paid occupancy percentage, complimentary occupancy percentage, average occupancy room, multiple occupancy percentage).</p>
<ul style="list-style-type: none"> To explain an understanding store ledger To describe system of store ledger 	<p>Unit 5: Accounting for Materials (3 Hours)</p> <p>5.1 Meaning of store ledger,</p> <p>5.2 Methods of handing materials including FIFO and LIFO under perpetual and periodic inventory system</p>



<ul style="list-style-type: none"> • To describe the method of store ledger 	
<ul style="list-style-type: none"> • To analyze cost sheet and its preparation. • To describe the importance of cost sheet. • To identify the method of cost sheet 	Unit 6: Cost Sheet (3 Hours) 6.1 Preparation of cost sheet: 6.2 Meaning of cost sheet 6.3 Importance of cost sheet 6.4 Methods of preparing cost sheet.
<ul style="list-style-type: none"> • To explain cost volume profit analysis • To identify the calculation of breakeven point and its importance. • To describe about BEP ratio and its importance for the business. 	Unit 7: Cost Volume Profit Analysis (4 Hours) 7.1 Marginal cost technique: 7.1.1 meaning-significance- 7.1.2 Break Even Point- 7.1.2.1 Calculation of BEP-P/V ratio

Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

In addition to the formal end- semester exam(s), the internal (formative) evaluation of a student may consist of quizzes, assignments, lab reports, projects, class participation and presentation etc. The tabular presentation of the internal evaluation is as follows. The components may differ according to the nature of the subjects.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	15%	50
		Quizzes	10%	
		Attendance	5%	
		Class participation	10%	
		Term exam	60%	
Total external	50	Total Internal	100%	50
Full Marks 50+50 = 100				

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be



equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. **Students are required to complete all the requirements defined for the completion of the course**

6. Prescribed Books and References

Prescribed Text Books

Schmidgall, R. S., & Damitio, J. W. (2015). *Hospitality Industry financial accounting*. AHLEI, American Hotel & Lodging Educational Institute.

Cote, R. (1997). *Understanding hospitality accounting 1*. Educational Institute of the American Hotel & Motel Association.

Reference Books

Gupta, R. L., & Radhaswamy, M. (2021). *Corporate accounting*. Sultan Chand & Sons.

Hilton, R. W., & Platt, D. E. (2020). *Managerial accounting: Creating value in a dynamic business environment*. McGraw-Hill Education.

Bajracharya, P., Ojha K.P., Goet, J., & Sharma, S. (2009). *Managerial accounting*. Asmita Book Publishers and Distributors.



Pokhara University
Faculty of Management Studies

Course code.: MKT 143

Course title: **Hospitality Marketing**

Nature of the course: Theory

Year: Second, Semester IV

Level: Bachelor

Full marks: 100

Pass marks: 45

Time per period: 1 hr

Total periods: 48

Program: BHM

1. Course Description

This course aims to offer students a thorough comprehension of the foundational principles of marketing. This course includes comprehensive and practical knowledge that are necessary mainly for middle class managers and professionals in businesses and industries especially in Tourism and Hospitality field. This course enables students to develop plans and programs in the areas of Tourism and Hospitality Marketing independently and support juniors in these areas for better outcome and performance.

2. General Objectives

The course is designed with the following general objectives:

- To familiarize students with the nature of hospitality products and services, fostering an understanding of their unique characteristics and the significance of service in the hospitality industry.
- To make students adept at analyzing organizational buyer behavior within the hospitality industry, enabling them to comprehend the intricacies of consumer decision-making processes in this sector.
- To acquaint students with the influential factors of the environment on hospitality organizations, providing insights into how external elements shape the operational landscape of the industry.
- To make students proficient in visualizing and implementing positioning strategies within the hospitality industry, emphasizing the importance of strategic choices in establishing a distinctive market presence.
- To familiarize students with the process of market research in the context of the hospitality industry, enabling them to grasp the significance of data-driven decision-making and its relevance to successful business strategies.

3. Contents in Detail with Specific Objectives

Specific Objectives	Contents
<ul style="list-style-type: none"> • Familiar with the Core Principles of Services Marketing • Describe the Concept of Service Quality and Customer Satisfaction in Hospitality • Analyze Current Service Trends and Challenges in the Hospitality 	<p>Unit 1: Introduction to Hospitality Marketing (9 Hours)</p> <p>1.1 Introduction to Marketing and Services Marketing</p> <p>1.2 Introduction to Service Quality and Customer Satisfaction</p> <p>1.3 Service Trends and Issues Affecting the</p>



<p>Industry</p> <ul style="list-style-type: none"> • Explain the Unique Characteristics (Nature) of Hospitality Products and Services • Familiar with Basics of Hospitality Consumers' and Organizational Behavior • Analyze Influencing Factors on Consumer Behavior in Hospitality 	<p>Hospitality Industry</p> <p>1.4 Nature of Hospitality Product and Services 1.5 Introduction to Hospitality Consumer's behavior 1.6 Factors influencing consumer behavior 1.7 Organizational Buyer Behavior and Buying Process</p>
<ul style="list-style-type: none"> • Describe the Concept of Market • Familiar with Market Segmentation and Market Targeting • Explain the environmental factors affecting hospitality organization • Analyze How to Select a Market • Familiar with the Concept of Market Positioning and Positioning Strategies • Explain different types of positioning strategies 	<p>Unit 2: Marketing Environment, Segmentation, Targeting, and Positioning (8 Hours)</p> <p>2.1 Introduction to Market 2.2 Environment Influence on Hospitality Organization (Internal and External) 2.3 Market Segmentation and Market Targeting 2.4 Factors to consider while selecting a Market Segment 2.5 Concept of Market Positioning and Positioning Strategies 2.6 Types of Positioning Strategies: - Attribute, benefit, user, competitive based, product category and price)</p>
<ul style="list-style-type: none"> • Familiar with Marketing Intelligence and Information Sources • Describe Marketing Research Methods and Types • Explain the Research Process and Preparation of Research Reports 	<p>Unit 3: Marketing Information and Research (7 Hours)</p> <p>3.1 Marketing Intelligence- Internal Company Sources, Competitor Information, Marketing Information Systems, 3.2 Marketing Research- Primary and Secondary Research 3.3 The Research Process- Problem Identification, Research Design and Implementation, Data Analysis and Interpretation 3.4 Preparation of the Research Report</p>
<ul style="list-style-type: none"> • Familiar with the Definition of Marketing plan • Describe the Requirements for an Effective Marketing Plan • Explain the Benefits of Having a Marketing Plan • Apply the Steps in Preparing a Marketing Plan and Understand the 7 Ps of Hospitality and Travel Marketing 	<p>Unit 4: Marketing Plan and the 7 Ps (7 Hours)</p> <p>4.1 Defining Marketing Plan 4.2 Requirements for an Effective marketing Plan 4.3 Benefits of Having a Marketing Plan in Hospitality 4.4 Steps involved in Preparing a Marketing Plan</p>
<ul style="list-style-type: none"> • Familiar with the Concept of 	<p>Unit 5: Hospitality Sales Distribution System</p>



<ul style="list-style-type: none"> • Describe Different Channels of Distribution • Analyze Lodging Distribution Systems • Explain Distribution in Foodservice, including Franchising and Intensive Distribution 	<p>(8 Hours)</p> <ul style="list-style-type: none"> 5.1 The Concept of Distribution 5.2 Channels of Distribution 5.3 Hospitality Distribution Systems (The Need for Distribution in Travel Lodging, Reservation Systems in Lodging and Travel) 5.4 Distribution in Foodservice (Franchising in Foodservice, Intensive Distribution: Intercept Marketing, Intermediaries)
<ul style="list-style-type: none"> • Familiar with the Basics of Hospitality Marketing and Sales • Familiar with Personal Sales in Hospitality, including Prospecting and Presentation • Describe Telephone Sales Basics and Operations in Hospitality • Explain Internal Marketing and Sales in Hospitality, and How to Establish an Internal Marketing Plan • Analyze Internal Merchandising, Special Services, and In-House Promotions in Hospitality 	<p>Unit 6: Hospitality Marketing and Sales (9 Hours)</p> <ul style="list-style-type: none"> 6.1 Introduction to Hospitality Marketing and Sales 6.2 Personal Sales in Hospitality (Prospecting, Preparation for the Presentation Sales Call, The Presentation Sales Call, Improving Sales Productivity) 6.3 Telephone Sales in Hospitality (Basics of Telephone Communication, Outgoing Calls, Incoming Calls, Telephone Sales Operations) 6.4 Internal Marketing and Sales in Hospitality (Introduction to Internal Marketing in Hospitality, Establishing an Internal Marketing Plan, Empowering Employees to Deliver Quality Service) 6.5 Internal Merchandising (Guest-Contact Areas, Back-of-the-house Areas)

Note: The figures in the parentheses indicate the approximate periods for the respective units.

4. Methods of Instruction

Lecture, discussion, question-answer, brainstorming, Project work, lab work, fieldwork etc.

5. Evaluation System and Students' Responsibilities

Internal Evaluation

The tabular presentation of the internal evaluation is as follows.

External Evaluation	Marks	Internal Evaluation	Weight	Marks
Semester-end examination	50	Assignments	15%	50
		Quizzes	10%	
		Attendance	5%	
		Class participation	10%	
Total external	50	Total Internal	100%	



Full Marks 50+50 = 100

Student Requirements:

Each student must secure at least 45% marks in internal evaluation with 80% attendance in the class in order to appear in the semester-end examination. Failing to get such score will be equated with NOT QUALIFIED (NQ) and the student will not be eligible to appear in the End-Semester examinations. Students are advised to attend all the classes and complete all the assignments within the specified time period. Failure of a student to attend a formal exam, quiz, test, etc. won't qualify him/her for re-exam. **Students are required to complete all the requirements defined for the completion of the course**

6. Prescribed Text Books and References

Prescribed Text Books

Andrews, S. (2009). *Sales and marketing: A textbook for the hospitality industry*. Tata McGraw Hill Education.

Chaudhary, M. (1963). *Tourism marketing*: New Delhi: Oxford University Press.

Reference Books

Kotler, P., Bowen, J. T., & Makens, J. C. (2010). *Marketing for hospitality and tourism*.

Kumar, P. (2010). *Marketing of hospitality and tourism services*: New Delhi: McGra Hill Publication.

Middleton, V. T., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism*. Routledge.

