

Syllabus -PhD Entrance Examination for Hotel Management

UNIT 1: FRONT OFFICE MANAGEMENT

- **Introduction to Hotel Industry** and growth of Hotel industry in India, products and services of hospitality industry.
- **Classification of Hotels**- based on location, clientele, size, length of stay, other types of hotels - Heritage Hotel, casino, time- share hotels, Boutique Hotel. Star rating of Hotels- list of famous International chain / group of Hotels.
- **Front Office**- importance in hotel, structure of front office department, Different personnel at F.O. and their functions, Layout of front office & different equipments in front Office, Communication within the Front office – Logbook, Information Directory, Sections of front office department, co-ordination with other departments of hotel
- **Room tariff**- basis of charging room rent, meal plan, room rate
- **Reservation**- Sources of reservation –Modes and Types of reservation-Terms used in reservation.
- **Registration**- Pre- registration - Check In procedures, Registration, reception, allotment of room, guest services, check out procedures
- **Guest services**- Mail Handling, Message Handling, Left Luggage handling, wake-up call, complaint handling, safety and security of guest, and guest paging.
- **Front office Accounting**-Accounts-Guest accounts & Non Guest Accounts-Folios-Vouchers-Ledgers-Credit monitoring Procedures-Accounts Maintenance-Foreign Currency Encashment Procedures-Internal Control-Night Auditing, Meaning, Purpose, Procedures- check out types and Methods of settlement.
- **Budgeting and Yield Management** -planning ,Capital & operations budget for front office , Refining budgets, budgetary control, Forecasting room revenue , Advantages & Disadvantages of budgeting Yield Management-Concept and importance, Measurement yield, Yield management software, Yield management team.
- **Forecasting** techniques, Forecasting Room availability, Useful forecasting data - % of walking, % of overstay, % of under stay, Forecast formula, Types of forecast, Sample forecast forms, Factors for evaluating front office operations

UNIT 2: ACCOMMODATION MANAGEMENT

- **Introduction to Housekeeping**-Layout of Housekeeping Department-Hierarchy of Housekeeping department ,Duties & Responsibilities of Housekeeping personnel, sections of housekeeping department, coordination with other department of hotel
- **House Keeping Procedures**-Control Desk- Duty Rota & work schedule, Briefing & Debriefing, Forms, Files, Formats & Registers, The Linen Room & HK Stores procedures.
- **Supervision in House Keeping** - Rules on a guest floor, Key Controls, Pest control, lost & found, Guest room Cleaning Services, Cleaning the Public Areas, Laundry Systems - In-house v/s Contract, Stains and stain removal, Files with format used in House keeping department. Linen-meaning, types and measurements; Inventory control-meaning, process and maintaining par stock of housekeeping supplies
- **Types of room**- various types of room-Single, Double, Suite, Penthouse, cabana, hospitality room, efficiency room, etc.
- **Cleaning Science**- Concept of cleaning-meaning, definition, methods and cleaning equipments & agents; Characteristics of good cleaning agent, Application of

cleaning agent, Types of cleaning agent, cleaning products, Cleaning equipments, Classification and types of equipment, Care and Cleaning of Metals. Contract cleaning- meaning and benefits

- **Inventory control**-meaning, process and maintaining par stock of housekeeping supplies
- **Interior and exterior designing**-principles and elements
- **Modern trends** in housekeeping- a critical appraisal

UNIT - 3 FOOD PRODUCTION OPERATIONS

- **Culinary history**-Development of the culinary art from the middle ages to modern cookery, modern hotel kitchen, Nouvelle Cuisine, Indian regional cuisine, Popular International cuisine (an introduction).French, Italian, Chinese- Characteristics, Menu terms, Names of the Dishes, popular spices used, etc.
- **Kitchen Equipments and Hygiene**- Different types of kitchen equipments, different types of special equipments, heat generating, refrigeration, kitchen machinery, storage tables, hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection. Personal hygiene, their importance, food handling & storage, care, sanitation practices, attitude towards work in the kitchen, fumigation.
- **Methods of Cooking**- Classification, principles, equipment required, methods of cooking- boiling, roasting, poaching, braising, grilling, baking, roasting, broiling, stewing, sautéing, blanching steaming, micro-waving etc.
- **Fundamentals of food preparation**-stock, soup and sauces
- **Basic Cuts** in fish, lamb, pork, beef, poultry, and vegetable and their usages
- **Menu planning and development**- Meaning, concept, types and factors
- **Food Commodities**- Classification with examples and uses in cookery Cereals, pulses, vegetables, mushrooms, fruits, eggs, foundation ingredients their characteristics and their uses in cookery.
- **Introduction to Cold Kitchen**-The Function of the Larder Department, Responsibilities of the Chef Garde-Manger , Larder Control , Stock Sheet , Liaison with Kitchen and Pastry Department , Use and Care of Machinery and Utensils in larder section.
- **Starters** - Classification of Starters, Single Starters, Mixed Starters, Salads-Salad Dressings and Cold Sauces, Force-meats, Garnishes and Seasonings,
- **Sandwiches**- types of sandwiches, Open Sandwiches.
- **Historical Back ground of Baking** and Introduction to Large, Small Baking Equipments and Tools - Structure of Wheat - Types of Flour, Composition of Flour, W A P of Flour - Milling of Wheat, Difference between Semolina, Whole wheat flour and Refined flour -Flour Testing.
- **Basic Pastries** - Short Crust - Puff and Flaky (laminated) - Choux – Suet, Bread Making Ingredients, Methods, Improvers, Process, Fault and remedies - Variety of
- **Yeast Dough Products**- Lean yeast Breads, Rich Yeast Breads, Quick Breads and Artisan Breads.
- **Cake Making** Ingredients, Methods, Improvers, Process, Fault and remedies - Variety of Cakes - Rich, Lean, High ratio, Low ratio cakes ,Specialty cakes, Gateaux

UNIT 4: FOOD AND BEVERAGE SERVICE

- **Food & Beverage Service**- Introduction, Types of Catering Establishments F & B Service areas in a hotel - Restaurant, Coffee Shop, Room Service, Bars, Banquets,

Discotheques, Still Room, Grill Room, Snack Bar, executive lounges, business centre & Night Clubs.

- **F & B Service Equipment** - Usage of Equipment, criteria for selection, requirements, quantity and types Furniture, Linen, Chinaware, Silverware & Glassware, Disposables Special Equipments & Other Equipments - Care and maintenance .
- **Food & Beverage Service Organization** Job Descriptions & Job Specifications of F& B Service Personnel Attitude & Attributes -Food & Beverage personnel, competencies. Basic Etiquettes for catering staff - Interdepartmental relationship.
- **Food & Beverage Service Methods** Table Service-Silver/English, Family, American, Butler/French, Russian Self Service-Bufferet & Cafeteria. Specialized Service-Guerdon, Tray, Trolley, Lounge, Room, etc., Single Point Service-Take Away Vending, Kiosks, Food Courts & Bars, Automats Food & Beverage Terminology.
- **Bar and Bar Operation:** Introduction, definition, A brief history of bars and alcoholic beverages , Development of bars, Modern Bar design, layout and location, Ownership types – pubs and bars, Legal aspects affecting beverage businesses, Roles of the bartender, Job description, Bar and Service Equipment, Alcoholic and Non-Alcoholic Beverages, Preventing guest intoxication and identifying over-consumption , Alcoholic bar provisions- beer, whiskey, rum, gin, brandy, wines, types of wines, Non-alcoholic bar provisions- water, mineral water, aerated water, bitters, juices, syrups, and cordials
- **Menu Management**-Introduction, Types of Menu, French Classical Menu, Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing Tool. Material Management- Introduction, concepts.

UNIT 5: HOTEL MARKETING

- **Marketing:** Core concepts in marketing: Needs wants, Demands, Product, markets, marketing management philosophies- Production, Product, selling, Marketing and Societal perspectives. Economic importance of marketing.
- **Hotel marketing:** Service characteristic of Hotel, unique features of tourist demand and hotel product, Hotel marketing mix.
- **Analysis and selection of market:** Measuring and forecasting hotel demand: forecasting methods, managing capacity and demand. Market segmentation and positioning.
- **Developing marketing environment,** Consumer buying behaviour, competitive differentiation and competitive marketing strategies, New Product development. Product life cycle, Customer satisfaction and related strategies in internal and external marketing; Interactive and relationship marketing.
- **Planning marketing programmes:** Product and product strategies; product line, product mix, Branding and packaging. Pricing; consideration, approaches and strategies. Distribution channels and strategies.
- **Marketing of Hotel Services:** Marketing of Hotel, Resort, other hotel related services-Challenges and strategies. Emerging hotel marketing practices.
- **Marketing skills for hotel:** Creativity- Communication- Self motivation- Team Building- Personality Development