

## **SYLLABUS FOR PH.D ENTRANCE FOR HOTEL MANAGEMENT**

### **Unit-I**

#### **Understanding Hospitality Management:**

- Hospitality Concept and Significance;
- Hospitality Industry: Product (s) and service(s);
- Origin, growth and development of hotel Industry in India
- Linkages and Intergrations in the Hospitality Industry;
- Types of accommodation facilities in India
- Classification and gradation of hotels
- Hotel ownership structure
- Hospitality industry in the 21<sup>st</sup> century and beyond
- Major hotel chains in India
- Hospitality associations and their impact on hotel business

### **Unit-II Front office operation & management**

- Front office-importance in hotel, structure of front office department, Different personnel at F.O. and their functions:
- Guest Reservation and registration meaning and procedure
- Check-in and check-out procedure and methods
- Hotel safety & security
- Guest relationship management
- Inter and Intra departmental coordination and linkages
- Communication at front office
- Guest billing- system and methods
- Use of Information technology systems at front office

### **Unit-III**

#### **Accommodation management**

- Concept of house-keeping-functions, Role and significance
- Concept of cleaning-meaning, definition, methods and cleaning equipments & agents;
- Cleaning guestroom, bathroom and public areas-Practical aspects
- Linen-meaning, types and measurements;
- Laundry operation-in-house vs. contract laundry
- Inventory control-meaning, process and maintaining par stock of housekeeping supplies

- Interior and exterior designing-principles and elements
- Pest control, lost & found, Key control
- Preparation of Various schedules and duty roster
- Stains and stain removal
- Contract cleaning- meaning and benefits
- Modern trends in housekeeping- ac critical appraisal

#### **Unit-IV Food & beverage production sand services**

##### **Kitchen operation and management**

- Kitchen, Meaning, design, factors affecting design and equipments
- Cooking- meaning significance and methods
- The effects of cooking on nutrients
- Basic cuts in fish, meat, poultry and Vegetables
- Fundamentals of food preparation- Stock, sauce and soup
- Menu planning and development- Meaning, concept, types and factors
- Food production system
- Knowledge of basic Indian cookery, and Continental and western cuisines
- Food contamination, spoilage and preservation
- Kitchen hygiene and safety

##### **Food and Beverage services**

- Concept of food and beverage service, meaning and significance
- Restaurant and Bar-meaning, types & planning
- Organizational structure of Multi-cuisine restaurant-staff duties and responsibilities
- Preparation for Service and laying covers
- Food & Beverage service- Meaning and types
- French classical menu
- Beverage-type and services
- Banquet and conventional- planning, layout and services
- Food and Beverage control- Meaning, control systems and method

#### **Unit-V 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