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NH-52, Namsai, Arunachal Pradesh -792103

BACHELOR OF ARTS (HOSPITALITY MANAGEMENT) – FIRST SEMESTER

First Semester			
S · N o ·	Name of Subject	Credits	Total Marks
1	Front Office Operations	5	100
2	Basic Food & Beverage Service	5	100
3	Food Microbiology and Nutrition	5	100
4	Travel & Tourism Industry	5	100
5	Communication & Soft Skills	4	100
Total		24	

Subject Name: FRONT OFFICE OPERATIONS

UNIT I

Tariff structure

Tariff fixation

Types of rates- standard rate, corporate rate, commercial rate, airline rate, children rate, crib rate, group rate, discounted rate, extra bed rate, family rate.

UNIT II

Equipment's used in front office – manual, semi-automated, fully automated Sections in front office, Lobby and Front Office

Cooperation of front office with other departments

UNIT III

Reservations

Importance of reservations

Sources of reservation – corporate clients, tour operators, property direct, F.I.T's, Travel agents. Modes of reservation Types of reservation – guaranteed and non-guaranteed

reservation Group reservation, Central reservations system Reservation confirmation, amendment & cancellation Forecasting, Overbooking

UNIT IV

Registration, Receiving the guest, Salesman ship, Pre-registration, Registration of guest – (F.I.T's Groups crew, VIP's VVIP's), Rooming a guest.

BASIC FRONT OFFICE OPERATION PRACTICAL

- Students must be aware of uses of all stationeries in front office
- Forecasting of rooms
- Taking reservation
- Receiving and registering guests
- Basic Etiquettes, Body language, Communication

Reference Books

1. Hotel Front Office Management – James. A .Bardi
2. Front Office Management – S.K Bhatnagar

Subject Name: BASIC FOOD & BEVERAGE SERVICE

UNIT1

CLASSIFICATION OF F & B OPERATIONS

1. Commercial-hotels, motels, restaurant, private hospitals, resorts, pubs, sank bars, discotheques, fast food restaurants, parlors, airlines, rail, sea catering, and mobile catering
2. Welfare (industrial-factories, offshore, project site: Institutional- student, hostel, armed forces catering hospitals, noon meal scheme)
3. Career opportunities
4. Different f and b service outlets
5. Standalone restaurants, coffee shop, room service, banquets, bar, bar-b-que, discotheque, off premises catering, take away, home delivery, chain of restaurants and tea boutiques.
6. Staff hierarchy of the various f&b service, their duties and responsibilities.
7. Attributes of food and beverage service personnel
8. Departmental relationship (within f&b and with other departments)
9. Co-operation, co-ordination, communication
10. Basic principles of psychology to understand
 - Guests behavior and immediate requirements
 - Management's expectations

UNIT 2

1. Classification and enumeratin of service equipment with brand names

2. Furniture
3. Linen
4. Crockery
5. Flatware
6. Cutlery
7. Hollow ware
8. Glassware
9. Disposables
10. Chaffing dishes
11. Side board

UNIT 3

Items of specialist equipments

1. asparagus holder
2. butter knife
3. pastry slice
4. caviar knife
5. oyster fork
6. fruit knife
7. pastry fork
8. nut cracker
9. corn-on-the-cob-holder
10. grape scissors
11. lobster pick
12. grape fruit spoon
13. ice cream spoon
14. snail fork
15. sundae spoon
16. silver showers
17. cheese knife
18. preserve spoon
19. snail tong
20. mustard spoon
21. snail dish
22. sugar tongs
23. hors d'oeuvre trolley/tray

24. sizzler
25. parfait spoon
26. pizza pan and cutter
27. noodles tong

UNIT4

FOOD AND BEVERAGE SERVICE AREAS

1. Restaurant pantry or still room-layout and equipment & use
2. Silver room or plate room-layout & equipment & use
3. Hot section-layout & equipment & use

Subject Name: FOOD MICROBIOLOGY AND NUTRITION

- Introduction to Microbiology.
- Classification of Microbes (fungi, bacteria, yeast, mold)
- Effect of Heating- growth curve of microbial cells, thermal death time-pasteurization, sterilization and disaffection and heat resistance
- Food production based on microbiology-small scale fermentation- idli, dhokla, naan, bhaturas, yogurt, pickles.
- Industrial Preparation- cheese, vinegar, bread, alcoholic beverages. Preservation and spoilage-asepsis, removal, anaerobic, high temp., low temp. , drying, preservatives, radiation.
- Contamination of cereal and cereal products
- Preservation of vegetables and fruits
- Food spoilage- meat, fish, egg, milk, milk products
- Kinds of food products and canned food.
- Food, nutrition, nutrients.
- Food groups
- Food production and consumption trends of India
- Food constituents and carbohydrates, proteins, fat, vitamin and minerals. Sources and Requirements
- Post harvest technology: Perishable and Semi-Perishable Food Products.
- Food adulteration.
- Food laws

References:

1. Food and Nutrition – Dr. M. Swaminathan.
2. Food Microbiology – P.N.Mishra

3. Food Science – Potter & Hotchkiss.
4. Fundamentals of food and nutrition – Mudambi & Rajgopal 4th edition 2001

Subject Name: TRAVEL & TOURISM INDUSTRY

Unit I: Tourism Concept (TC)

1. Tourism Concept and Definition; Historical development of tourism; Types of tourist.
2. Forms of Tourism:-Inbound, Outbound, Domestic and International tourist.
3. Introduction to Tourism Demand; Types of Tourism Demand; Tourism Motivation.
4. Emerging trends and new thrust areas of Indian Tourism; Impacts of Tourism:- Social, Cultural, Economic; Concept of TDR, TZR, TGR; Concept of Push and Pull factors.

Unit II: Travel Agents and Tour Operators (TATO)

1. Travel Agents and Tour Operators:- Differentiation and Interrelationship;
2. Functions of Travel Agents and Tour Operator; Rules to set up a Travel Agents or Tour Operator by IATA and DoT.
3. Tour Brochure ; Structure and Function; Tour Itinerary.
4. Introduction to WTO, IATA, PATA, ICAO, UFTAA, TAAI etc.
5. Introduction to Transport System; Components of Transport System:- Air, Road, Rail, Water etc.

Unit III: Air Fares and Ticketing

1. Aviation Geography; IATA areas and sub areas, Time Calculation, Concept of Round Trip, Circle Trip, Open Jaw Trip, Elapse Time, Ground Time, Global Indicators.
2. Concept of Different Classes, Special Fares, Fare Construction etc.

Unit IV: Tourism Marketing

1. Concept or Marketing; Service Marketing:- Definition and Features; Concept of International Marketing:- Definition and Features.
2. Consumer Behavior; Buying Roles in terms of Hospitality Industry; Demographic influence on destination preference.
3. Tourist Typology according to psycho graphic behavior of tourists.

Unit V : Tourist Products of India

1. Tourist resources of India.
2. Concept of 'Pro poor Tourism'; Destination Development Planning.
3. Conceptual idea and synopsis of Indian Tourism Policy.

Subject Name: COMMUNICATION & SOFT SKILLS

UNIT-I

Essentials of Grammar:

- Parts of speech
- Vocabulary Building
- Phonetics

UNIT-II

Office Management:

- Writing Business letters: Quotation, Orders, Enquiry, Complaint, Circular Memorandum
- Receipt and Dispatch of Mail

- Filing Systems
- Classification of Mail
- Role & Function of Correspondence

UNIT-III

Letter & resume Writing:

• Practice of writing various types of Letters-Formal / Informal emphasizing the following elements:

- Importance and Function
- Drafting the Applications
- Elements of Structure

Preparing the Resume emphasizing the following:

- Do's & Don'ts of Resume
- Helpful Hints

UNIT-IV

Presentation Skills Emphasizing the:

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation

UNIT-V

Interview Preparation:

- Types of Interview
- Preparing for the Interviews
- Attending the Interview
- Interview Process
- Employers Expectations
- General Etiquette
- Dressing Sense

- Postures & Gesture

UNIT-VI

Group discussion & Presentation:

- Definition
- Process
- Guidelines
- Helpful Expressions
- Evaluation

Reference Books:

1. Business Communication-K.K. Sinha.
2. Business Communication-Pal & Koriahalli
3. Basic Grammar- Wren & Martin