

Syllabus for PhD Entrance Exam for Hotel Management

UNIT-1 Front Office Management:

Hospitality - Classification of Hotels on different parameters.

Introduction to Front Office– Layout, Equipment, Organisational Setup, Qualities of Front office Personnel, Job Description and Specifications of front office personnel.

Basic Information of Front Desk Agents – Different types of Rooms, Meal Plan, Basis of Tariff fixation, Terms used at the front Desk

Reservation– Sources and Modes of Reservation, Systems of Reservation, Role of Intermediary in digital reservation systems, Terms used in Reservation section.

Registration & During Stay Activities– Pre-registration activities, Methods of Registration, Room change procedures, Telephonic etiquettes

Guest Accounting– Front office cashiering, Guest checks out procedures, ECO, Digital Check-out, Related terms of Guest Accounting

Night Auditing, Control of cash & credit– Night Auditor's procedures, Preparing Night Audit Reports, Credit control procedures – Before arrival, during stay and after departure

Yield Management– Measuring Yield, Forecasting, Yield Management Tools, Strategies of Yield Management, Dynamic Pricing of Rooms, Rate parity by OTAs

Role of Front office in hotel security– key control procedures, handling emergency situations

UNIT-2 Accommodation Operations:

Introduction to Housekeeping– Organisational framework of the department, Qualities of Housekeeping Personnel. Inter-departmental coordination, Types of keys and key control, Lost and found procedure and format, Housekeeping Control desk: Role, Types of register and files

Cleaning Science–Types of Cleaning equipment, Selection, principles, Types of cleaning.

Cleaning of Public Areas - Cleaning Process, Cleaning and up keeping of public areas, Pest Control: - Types of Pests, Control Procedures

Cleaning of Guest Rooms–Daily cleaning of Rooms according to their status, weekly cleaning/ spring cleaning, Evening service, Systems and procedures involved, Replenishment of Guest supplies and amenities, housekeeping supervision: Check-list of inspection, Degree of discretion/ delegation to cleaning staff

Linen/Uniform Tailor Room- Layout, types of linen, sizes and linen exchange procedures, selection of linen, storage facilities and conditions ,Par Stock: Calculation of Par stock,

Discard Management, Linen Inventory system, Uniform Designing: types, characteristics, selection, par stock

Interior Decoration– Types, Classification, Principles of design: rhythm, Balance, Harmony, Proportion, Emphasis, Elements of Design:-Line, form, colour, texture, Colour wheel, classification of colours, colour schemes, Lighting: - Classification, types and importance

Laundry Management – In- house laundry Vs contract laundry, layout, laundry flow process, equipment, stains and stain removal

UNIT -3 Food Production Operations

Introduction to cookery and evolution- Aim and objectives of cooking food, History of Culinary, Organisational framework of the department, Role of key personnel, Qualities of Kitchen Personnel, Job Description and Specifications of Kitchen personnel. Inter-departmental coordination

Handling Kitchen accidents- e.g. Burns, cuts, fractures and heart attack

Fire: Types of Fire, Fire Extinguishers, other fire control measures

Types of Fuel & Equipment: Fuels used in Kitchen, Kitchen equipment – Types and selection

Food Nutrients – Importance and effect of heat on food nutrients

Ingredients used in cooking – Cereals and grains, Fruits and vegetables, sweeteners, Egg, Milk & Milk products, salt, Oil and Fats, Purchasing, storing considerations

Pre-preparation techniques of ingredients

Cooking methods – Introduction and types

Stock, soups and sauces – Introduction, classification, important considerations and recipes

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

Indian Cuisine – Introduction, ingredients, unique features and famous dishes

International Cuisine - Introduction, ingredients, unique features and famous dishes, Introduction of Charcuterie, Force meat.

UNIT -4 Bakery & Confectionery

Bakery - Introduction and importance of baking ingredients

Cake – Cake making methods, Cake faults – reason of faults

Pastry - Pastry making methods, Pastry faults – reason of faults

Yeast Dough Products

UNIT -5 Food & Beverage Service & Management

Introduction to Food & Beverage Service– Sections, and Types of Food & Beverage service outlets, Organisational framework of the department, Qualities of Food & Beverage Personnel, Inter-departmental coordination

Food & Beverage Service equipment – Types & usage, Furniture, Chinaware, silverware, Glassware, Linen and disposables, special equipment, Care and Maintenance of Food & Beverage equipment

Food & Beverage Service Method–Table Service (English / silver, American, French, Russian, Self-service, Buffet & Cafeteria). Specialised service (Gueridon, tray, trolley, lounge, buffet service and banquet procedures), Single Point service (Take away, Vending Kiosks, Food courts & bars, Automats, Mise-en-place & Mise-en-scene)

Breakfast – Continental, English, American and Indian, Introduction, Types, layout, cover, accompaniments and services, Latest trend in breakfast.

Room Service– Types, importance, organisational structure and service procedures

Menu- Types of Menus, Menu Planning, consideration and constraints

French Classical Menu – Classical Foods & its accompaniments with cover, Rules for waiting at a table

Non- Alcoholic Beverage – Classification and types, Tea (Types, production process, service and storage), Coffee

Alcoholic Beverages -Classification, Beer (Types, Production process, National and International Brands, Service and storage), Spirits (Types, Production process, National and International Brands, Service and storage), Wine (Types, Production process, Wine tasting & faults, wine regions, old world wine, new world wine, National and International Brands, Service and storage)

Banquet Management – Types, layout, Banquet booking procedures, Staff and space requirements for different kinds of banquet functions, Banquet Menu, Banquet forms and formats.

Buffet – Introduction, types, equipment and buffet presentation techniques. Current trends in banquets and buffet.

Advance Bar Layout & Design – Types of Bars, Design of Bar, bar equipment, Bar Accessories, Consumables supplies, Glassware- Commonly used, Storage and Handling of Glassware, Cocktails and Mocktails, Emerging trends in bar operations

Beverage Control – Procedures, Techniques, Purpose and standards, Procedures, BOT, Inventory control, emerging trends in beverage control

UNIT -6 Hotel Sales and Marketing Management

Introduction to Sales & Marketing – Service Market segmentation and positioning, Consumer buying behaviour, product life cycle, interactive and relationship marketing, digital marketing, Role of Intermediary

Core concepts in Marketing – Marketing terminologies, Sales & Marketing skills for the hospitality industry

Planning marketing programmes – Product – service mix, branding and packaging, pricing strategies, Distribution channels and strategies

UNIT -7 Hospitality & Tourism Management

Core concepts in Tourism Management –Tourism Impacts on hospitality Industry, Sustainable Tourism in Hotels, Types of Tourism, Technological Advancements in Tourism and Hotels

Core concepts in Hospitality Management – Sustainable Practices in Hospitality, Digital Transformation in Hospitality, Workforce Diversity in Hospitality, Crisis Management in the Hotel Industry, Guest Personalization through Data Analytics, Impact of social media on Hotel Branding, Budgeting

UNIT -8 Facility Planning and Strategic Management

Core concepts in Facility Planning & Strategic Management –Sustainable Facility Design & Strategic Space Optimization, Impact of Technology on Facility Planning, Risk Management in Facility Planning, Strategic Management in Facility Expansion, Facilities and Competitive Advantage, Global Trends in Facility Planning, Integrated Facility Management Systems, Facility Planning for Future Workplaces