CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Associate Degree in Applied Science

Hospitality Studies Core

REVISED CURRICULUM HANDBOOK
2007

A COMPONENT OF THE CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)
CIDA/CPEC/EU FUNDED PROJECT

CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

CARIBBEAN COMMON CORE CURRICULUM

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Date: **September 2003**

Updated Version: **February 2007**

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Original Curricula developed and printed with funds from the Caribbean Regional HRD Programme for Economic Competitiveness (CPEC)

Revision of the Curricula was funded through the CTO HRD Component of the EU's Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)

THE CARIBBEAN TOURISM HUMAN RESOURCE COUNCIL (CTHRC)

The Caribbean Tourism Organization (CTO) spearheaded the setting up of the Caribbean Tourism Human Resource Council (CTHRC) in 1998 and has undertaken to incorporate the work of this Council into its Human Resource Department. The CTHRC is the regional authority, with the political mandate to set standards for tourism education and training, agree on the programmes and provide the institutional accreditation and programme validation for extra-regional institutions and programmes. It has the authority to direct the course of tourism education and training in the region.

The Council which acts as an umbrella agency for tourism human resource development in the Caribbean, will serve to develop and upgrade its tourism human resources at all levels of the education system, thus ensuring a highly competent tourism workforce, aimed at enhancing the region's overall competitiveness towards the achievement of sustainable tourism development.

The overall goal of the Caribbean Tourism Human Resource Council is to "develop and promote a systematic and coordinated approach to human resources planning, research, education and training in Caribbean tourism to meet the demands of a globally competitive tourism environment".

The Caribbean Tourism Learning System (CTLS)

The CTLS is one that facilitates a strategic and coordinated tourism education and training strategy for the Caribbean. The CTLS aims to raise the level of professionalism of tourism workers to meet international standards and global competitiveness.

The key elements of the Caribbean Tourism Learning System are:

- **Unified core curriculum for different levels of certification at the tertiary level of education**
- **Use of occupational standards linked to the core curriculum**
- **Tourism modules for primary and secondary schools**
- **Public awareness and career awareness at the secondary school level**
- **Exchange programmes for students, industry employees and tourism educators under the Tourism Internship Exchange System (TIES) programme**
- **Student and industry employee mobility throughout the region**
- **Self-regulatory quality assurance systems for public and private sector tourism education and training service providers**
- **Programme articulation to facilitate transfer of credits between institutions.**

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HOSPITALITY STUDIES CORE

Specialty Courses/Topic Areas

Specialty Core Courses are 3 - Credit (theory) and 4 – 6 Credit Courses (practical) offered along with General Education and Business Core Subjects.

1 Sanitation, Safety and Hygiene

2 Food and Beverage 1

3 Accommodations 1

4 Hospitality Accounting

5 Hospitality Marketing

6 Food and Beverage 2

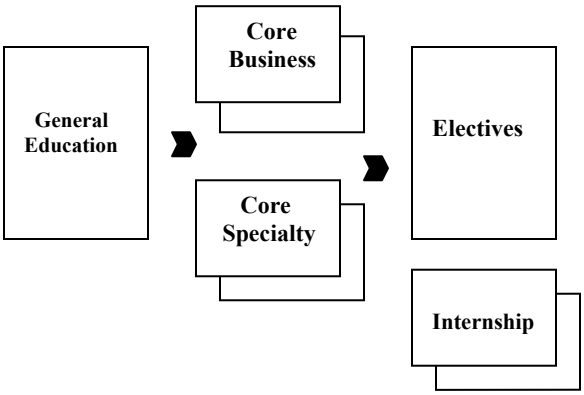
7 Accommodations 2

8 Events and Conference Management

9 Bar Operations

10 Food and Beverage Cost Controls

Common Core Courses



Graduates are prepared for employment at management-trainee positions within the industry and are eligible for transfer into degree programmes.

INTRODUCTION

The Tourism/Hospitality Industry must be staffed at all levels by individuals who are well equipped with the knowledge, skills and appropriate attitudes to satisfy the demands of this dynamic industry.

This global training can best be realized through a dedicated partnership between the specialized educational institutions and the tourism sector. A partnership such as this should effectively garner the requisites of the industry, thereby making it possible to provide students with the essentials to contribute to a prosperous Tourism/Hospitality Industry.

Credit Hours

The learning outcomes for the Hospitality Studies Core are listed. The theory courses are calculated as 15 hours per credit with a minimum of 45 hours of instruction and practical courses are calculated at 30 hours per credit with a maximum of 4-6 credits per course.

In addition to general education courses, core business courses and electives agreed to by industry leaders and educators, each Associate Degree programme will offer a range of specialty courses.

It is highly recommends that 80 - 84 credits be considered as the maximum requirement for this Associate Degree.

Programme Objectives

This programme was developed as an important component of the Caribbean Tourism Learning System (CTLS). It addresses the growing need for a common, competency-based curriculum and provides the employers with potential employees who possess a sound theoretical and practical base.

The programme is designed to:

- improve the level of professionalism of an ever changing tourism and hospitality industry.
- educate and train productive and employable people in a global community.
- provide consistent delivery of core content so employers will have realistic expectations of graduates with an Associate Degree in Hospitality Studies.
- ensure transferability and articulation with other colleges and universities within the region and where relevant, meet regional occupational standards.

Work Experience

The Associate Degree programmes include a work experience component, which allows students to gain practical skills and observe and apply management principles and theories.

Duration of Programme

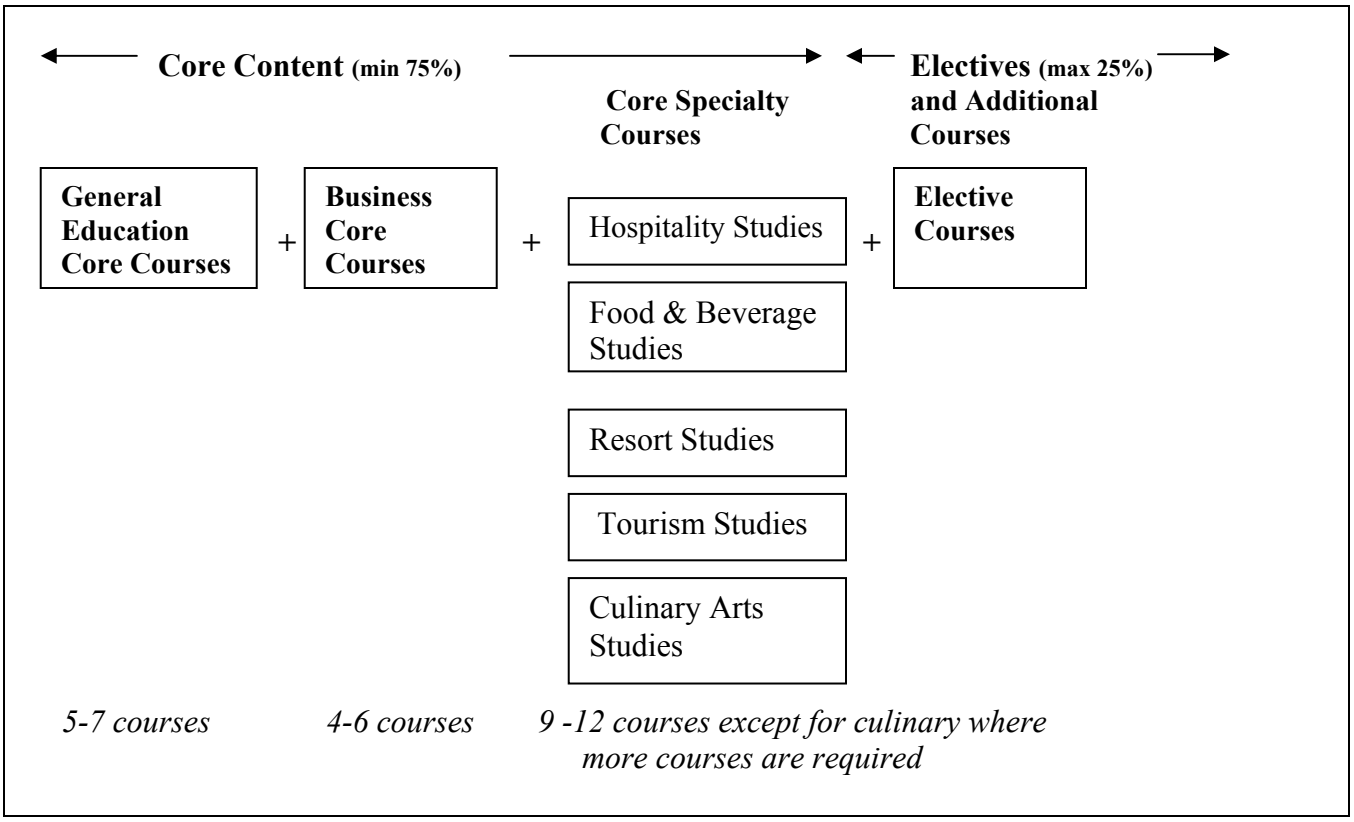
The programmes take two years of full-time study or three years of part-time study. Individual courses can also be offered as continual education courses.

Entry Requirements

- A minimum of four (4) subjects (CSEC) General, grades 1 – 3 or equivalent. A pass in English Language is compulsory.

  or
- Mature student status – a person who has reached his/her 25th birthday.

CURRICULUM COURSE STRUCTURE



HOSPITALITY STUDIES CORE (SAMPLE FORMAT)

YEAR 1
SEMESTER 1

COURSE CODE	COURSE	HOURS		CREDITS
		T	P	
	CORE BUSINESS			
	Introduction to Tourism/Hospitality	45		3
	Introduction to Management	45		3
	Marketing 1	45		3
	HOSPITALITY STUDIES			
	Sanitation, Safety & Hygiene	45		3
	Accommodations 1	45	30	4
	GENERAL EDUCATION			
	English & Communication	45		3

YEAR 1
SEMESTER 2

	CORE BUSINESS			
	Accounting 1	45		3
	Information Technology	30	30	3
	Micro-Economics	45		3
	HOSPITALITY STUDIES			
	Food and Beverage 1	45	30	4
	Bar Operations	30	60	4
	GENERAL EDUCATION			
	Caribbean Studies	45		3
	Internship ***(Summer Course)***		480	6

HOSPITALITY STUDIES CORE (SAMPLE FORMAT)
YEAR 2
SEMESTER 1

COURSE CODE	COURSE	HOURS T	HOURS P	CREDITS
	CORE BUSINES			
	Quality Customer Care	45		3
	HOSPITALITY STUDIES			
	Hospitality Marketing	45		3
	Food & Beverage 2	30	60	4
	Food and Beverage Cost Controls	45		3
	Hospitality Accounting	45		3
	GENERAL EDUCATION			
	Maths & Statistics	45		3
	Language Studies 1	45		3

YEAR 2
SEMESTER 2

	CORE BUSINES			
	Hospitality Law	45		3
	HOSPITALITY STUDIES			
	Accommodations 2	45	30	4
	Events and Conference Management	45		3
	(Elective)	45		3
	GENERAL EDUCATION			
	Language Studies 2	45		3
	Entrepreneurship (Summer Course)	45		3

SYNOPSIS OF COURSES

SANITATION, SAFETY AND HYGIENE
This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined.

FOOD AND BEVERAGE 1
This course provides the student with a sound basic knowledge of food and beverage preparation and service and the ability to competently perform all practical techniques in a realistic setting. It also gives the student the opportunity to put into practice certain elements and procedures of sanitation and safety.

ACCOMMODATIONS 1
This course is designed to provide the students with theory and practice relative for proficiency in the Accommodation sector. The learner will focus on all aspects of the relationship between the rooms division and other departments within a lodging operation.

HOSPITALITY ACCOUNTING
This course is designed to acquaint students with the concepts of accounting theory and practices with the specialized requirements of the Hospitality Industry. The nature and purpose of accounting, double entry system, hospitality accounting documents and special journals will be examined.

HOSPITALITY MARKETING
This course is designed to assist the student in the development of a firm understanding of the concept of "Services Marketing" and to guide the student in the application of services marketing concepts and techniques to respond to hospitality marketing problems. It addresses the "customer experience" and how to position a service in the market place. The management of the customer portfolio and the pricing and delivery of the service is also addressed.

FOOD AND BEVERAGE 2
This course is designed to introduce the student to advanced food and beverage preparation and service. Strategies to increase kitchen and dining room efficiency will also be examined.

ACCOMMODATIONS 2
This course introduces the learner to the techniques of professional accommodation administration. Students will become acquainted with management issues of the rooms division, revenue management, security operations, maintenance/engineering and distribution channels.

EVENTS AND CONFERENCE MANAGEMENT
This course introduces the learner to the methods and techniques utilized in planning, organizing, promoting and delivering major events.

BAR OPERATIONS
This course will introduce students to techniques in the service of beverages. Beverage operations with emphasis on management and operational controls will be examined.

FOOD AND BEVERAGE COST CONTROLS
Learners will be introduced to standards and procedures that increase the probability of food and beverage operations in the industry with emphasis on controlling cost and maximizing sales. Purchasing procedures will be examined.

1 SANITATION, SAFETY AND HYGIENE

Prerequisite: None **Credits: 3**

Overview

This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined.

General Objectives

This course is designed to:

1 present the rules of personal hygiene and the importance of adhering to safety rules and regulations.
2 introduce the causes and prevention of food poisoning and to introduce the requirements of safety in the workplace.
3 introduce local legislation relating to the food service industry

Learning Outcomes

Upon successful completion of this course, the learner will:

1 discuss how contamination of food can occur in a food service establishment.
2 describe the effect and consequences of food borne illness.
3 apply sound practices to prevent the possibility of food poisoning.
4 identify measures/procedures that will reduce or eliminate accidents in food preparation and service areas.

Topics

1.0 How Food Handling Practices Cause Foodbourne Illness

Objectives

Upon completion of the topic the student will be able to:

1.1 explain the concept/idea of food safety to other food handlers/employees/customers
1.2 discuss the types of hazards involved in food preparation
1.3 recognize the challenges to food safety in their particular kind of food business operation
1.4 identify the factors that influence the growth of micro-organisms
1.5 illustrate by simulation/role-play, selected conditions that are associated with hazards in handling food.
1.6 explain what is meant by the "temperature danger zone" in food safety
1.7 relate The kinds of food borne illness that may result from unsafe food handling

Content

- The concept of food safety in the business environment
- The definition of "micro-organism"
- Factors that influence the growth of micro-organisms
- The definition of food borne illness

2.0 How Personal Hygiene Affects Food Safety

Objectives

Upon completion of the topic the student will be able to:

2.1 distinguish between personal health and personal hygiene
2.2 identify the kinds of organisms found on the human body, that may cause food contamination
2.3 illustrate the link between personal hygiene and food safety
2.4 demonstrate the principles of personal hygiene appropriate to safe food handling
2.5 explain why persons with the following conditions should not be involved in food preparation: fever, diarrhea, upset stomach, nausea, vomiting, sore throat, sinus infection, coughing, sneezing, dizziness
2.6 identify conditions and illnesses that must be reported to the employer or other authorities if the individual is a food handler

Content

- Principles of personal hygiene
- The linkages between personal hygiene and food safety
- Characteristics of food contamination

3.0 Sanitation Practices Relating to Purchasing and Receiving

Objectives

Upon completion of the topic the student will be able to:

3.1 explain the characteristics of safe sources in the context of food safety
3.2 identify safe sources of foods and food products
3.3 adjust receiving schedules in keeping with food safety time temperature requirements
3.4 state selected characteristics of wholesome foods and food products, by category: fruit & vegetables, canned foods, meats and poultry, eggs, fish, dairy products, dry goods
3.5 explain the safety implications of "critical dates" labeling, specifically the following: "expiry", "use by", "best by", "manufactured on", in keeping with national standards
3.6 determine what changes they need to make to existing practices in order to meet food safety requirements
3.7 participate constructively with employees and health personnel in food inspection activities

Content

- Safe sources of food and food products
- Local food safety standards

4.0 Safe Food Storage Practices

Objectives

Upon completion of the topic the student will be able to:

4.1 explain the meaning of storage in the context of food handling establishments and their supplier.
4.2 illustrate by example the types of food storage and their distinguishing characteristics
4.3 state and maintain safe-zone temperatures for raw and cooked foods
4.4 store chemicals safely in relation to food components and food products
4.5 store food handling equipment and utensils safely
4.6 identify and discuss low cost, efficient storage strategies that are suited to the business operation

Content

- Types of food storage facilities
- Definition of "safe-zone"
- Sanitation of food handling equipment and utensils
- Cost effective storage

5.0 Safe Freezing, Thawing and Reheating

Objectives

Upon completion of the topic the student will be able to:

5.1 distinguish between cooking and reheating
5.2 practice safe reheating
5.3 practice safe methods of thawing
5.4 practice safe freezing
5.5 apply time-temperature principles in practical situations

Content

- Definition of cooking and reheating
- Safe methods of reheating
- Safe methods of thawing
- Safe methods of freezing

6.0 Cleaning and Sanitizing Practices to Promote Food Safety

Objectives

Upon completion of the topic the student will be able to:

6.1 differentiate between cleaning and sanitizing
6.2 explain what is meant by a food contact surface
6.3 identify the types of cleaning agents and sanitizers that may be used safely in a food handling operation
6.4 identify, plan, implement and monitor a basic cleaning schedule which ensures that areas, utensils and equipment are cleaned and sanitized
6.5 clean and sanitize based on the "3 sink principle", using either a 3-compartment sink or a safe alternative
6.6 use cleaning agents and sanitizers safely in the food handling operation
6.7 store cleaning and sanitizing chemicals safely

6.8 store cleaned and sanitized items safely

Content

- Definition of cleaning
- Definition of sanitizing
- Cleaning agents and sanitizers
- Cleaning methods
- Sanitizing methods
- Methods of storing chemicals safely

7.0 Vector Control

Objectives

Upon completion of the topic the student will be able to:

7.1 list the diseases that the vectors spread.
7.2 list the indicators that show the presence of the vectors.
7.3 identify vector control measures.
7.4 explain and demonstrate the safe use of chemicals in vector control.

Content

- Definition of vector
- Methods of identification of vector presence
- Vector control methods

8.0 Legislation (Local and International)

Objectives

Upon completion of the topic the student will be able to:

8.1 differentiate between the Act and the Regulation.
8.2 list the relevant regulations and dates they were enacted.
8.3 state the requirements for the registration and licensing of food premises and vehicles.
8.4 list the legal requirements for the satisfactory layout of food establishment.
8.5 list the penalties for the contravention of the regulations.
8.6 outline the functions of Environmental Health Officers as described in the regulations.

Content

- Environmental health regulations
- The functions of Environmental Health Officers

9.0 Principles of HACCP

Objectives

Upon completion of the topic the student will be able to:

9.1 define HACCP
9.2 state the preparation processes that are involved in selected foods
9.3 create a basic flow diagram/description of selected preparation and serving processes
9.4 demonstrate safe ways of tasting, touching and smelling foods
9.5 identify the types of hazards that may occur in selected preparation and serving processes for a cooked food and a food that is served uncooked
9.6 identify the stages at which these hazards may occur in the processes of preparation and serving
9.7 distinguish between a “control point” and a “critical control point”
9.8 identify the critical control points in a “preparation flow” for a specific finished product typically prepared in the food establishment
9.9 relate preparation and serving practices to selected basic Health Services Regulations.
9.10 discuss the importance of the introduction to the principles of HACCP on the traditional methods of food purchasing, storage and preparation
9.11 describe the role of the local National Standards Institute and the Ministry of Health in implementing the guidelines articulated in HACCP

Content

- Definition of HACCP
- Definition of control point
- Definition of critical control point
- Relationship of HACCP to health regulation
- HACCP vs traditional approach to food preparation and service.

10.0 Food Preservation

Objectives

Upon completion of the topic the student will be able to:

10.1 define "food preservation"
10.2 state three principles of food preservation
10.3 define the term "additive"
10.4 list at least four reasons for preserving food
10.5 discuss at least five methods of food preservation
10.6 define the terms "pasteurization" and "UHT"

Content

- Principles of food preservation
- Reasons for preserving food
- Methods of food preservation

11.0 Refuse/Waste Disposal

Objectives

Upon completion of the topic the student will be able to:

11.1 define the terms "refuse", "rubbish", "garbage" and "waste"
11.2 list the different types of refuse
11.3 state the characteristics/properties of refuse
11.4 discuss the storage of refuse before collection
11.5 identify final disposal sites
11.6 discuss suitable methods of solid and liquid waste disposal and state their advantages
11.7 identify potential hazards of improper waste disposal

Content

- Characteristics and types of refuse
- Storage of refuse
- Refuse disposal methods

12.0 Safety Issues

Objectives

Upon completion of the topic the student will be able to:

12.1 define the local legislation dealing with safety at work
12.2 describe the types of accidents that may occur and indicate the causes
12.3 discuss preventative measures
12.4 establish an accident prevention code

Content

- Local/regional legislation relating to safety at work
- Types of accidents that may occur in the work place
- Causes and prevention of accidents
- Recording of accidents
- Development of an accident code policy

13.0 Fires

Objectives

Upon completion of the topic the student will be able to:

13.1 discuss local fire regulations.
13.2 state the types of fire extinguishers that should be used for specific fires.
13.3 demonstrate the correct use of fire extinguishers.
13.4 state procedures to be followed in case of fire.
13.5 recognize the importance of memorizing the emergency fire station number

Content

- Types of fires.
- Causes and prevention.
- Procedure in the handling of fires

14.0 Basic First Aid Techniques (Red Cross)

Objectives

Upon completion of the topic the student will be able to:

14.1 describe simple first aid for minor burns, cuts electric shock and drowning casualties, etc.

Content

- Treatment of burns, cuts and electric shocks
- Resuscitation techniques

Instruction Format

Lecture
Discussion
Demonstration
Guest Lecturer
Field trips

Assessment and Evaluation

- Sanitation and Safety
  - one group project – 10%
  - a mid-term test - 15%
- First-Aid
  - three practical assessments - 15%
- Final theory exam (combines the sanitation and safety and first aid components) - 60%

Recommended Text

Applied Food Service Sanitation, National Restaurant Association, Wiley, John & Sons.

Hygiene for Management. London: Highfield Publications, 1998. Springer, Richard A.

Food Poisoning and Food Hygiene. London: Arnold, 1998. Hobbs, Betty C. and Roberts, Diane

Food Hygiene, Health and Safety. London: Longman, 1998. Stretch, a and Southgate, H.

The Essential Guide to food Hygiene and Safety. Surrey: Eaton Publications, 1997. Aston, Graham and Tiffney, John.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

2 FOOD AND BEVERAGE 1

Prerequisite: None **Credits: 4**

Overview

This course provides the student with a sound basic knowledge of food and beverage preparation and service and the ability to competently perform all practical techniques in a realistic setting. It also gives the student the opportunity to put into practice certain elements and procedures of sanitation and safety.

General Objectives

This course is designed to:

1 expose the student to the fundamentals of food and beverage preparation and food service
2 provide a foundation in skills, methods and knowledge for practical events
3 develop an understanding of catering hygiene and safety rules/practices.
4 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon completion of this course, the learner will:

1 describe the various types of food service organizations and their relative staffing structure.
2 explain the responsibilities of food handlers to the customer, management and fellow workers.
3 describe the inter relationship of the Food and Beverage department with other departments within the establishment.
4 identify procedures to be utilized in preventing accidents.
5 explain and demonstrate personal hygiene.
6 describe hygienic method of disposing waste.
7 identify the types and styles of food service.
8 identify large and small equipment in the food service/food preparation and ancillary service areas.
9 describe the function and care of hand tools and equipment.
10 apply safety measures in the use of equipment.
11 demonstrate appropriate cleaning methods and techniques of equipment.
12 define and identify different menus and elements to be considered when designing the menu.
13 identify and demonstrate various food service techniques and cooking methods.

Unit 1 – Food Service

Topics

1.0 Introduction to Food and Beverage Service Operations

Objectives

Upon completion of the topic the student will be able to:

1.1 outline the different types of food service organizations
1.2 describe staffing structures for various establishments
1.3 discuss the qualities of good food service staff and their responsibilities to the customer, management and fellow workers.
1.4 describe the importance of teamwork
1.5 list the duties to be carried out by the restaurant staff.
1.6 compile a job roster
1.7 state the importance of courtesy, tact, patience and good humour in the working situation.
1.8 describe the inter-relationship of the food and beverage department with other departments within the establishment.

Content

- Types of Service Organization
- Staffing
- Duties of the Restaurant Brigade
- Inter-relationship with other Departments

2.0 Types and Styles of Food Service

Objective

Upon completion of the topic the student will be able to:

2.1 describe the types and styles of food service offered by a variety of establishments

Content

- Cafeteria/snacks bars.
- American/Russian/French.
- Combination.
- Hospital and school meals service.

3.0 Equipment

Objectives

Upon completion of the topic the student will be able to:

3.1 identify large and small equipment in the food service and ancillary service areas
3.2 identify and describe the function and care of hand tools and equipment
3.3 list the safety measures that should be taken when using equipment in the food service area
3.4 describe appropriate cleaning procedures for all equipment.

Content

- Large equipment.
- Small equipment.
- Hand tools and utensils.
- Safe equipment usage.
- Care and cleaning of equipment.

4.0 Menu Knowledge

Objectives

Upon completion of the topic the student will be able to:

4.1 define the term "menu"
4.2 name the different kinds of menus
4.3 explain a variety of menu terms
4.4 list foods that may be cooked to order and indicate the cooking times
4.5 identify terms that are used to denote the degree of cooking required.
4.6 list and describe the major points that should be considered when compiling a menu.
4.7 classify and describe a variety of dishes and name their accompaniment
4.8 identify the necessary equipment for lay-up and service of particular course.
4.9 discuss reasons for the sequence of courses, and give examples of smaller menu compositions.
4.10 explain the factors affecting the customer's choice of a meal
4.11 identify the courses that form the menu for breakfast, luncheon, dinner and indicate their usual order.

Content

- Brief history
- Types of menu:
  - table d'hote
  - a la carte
  - special
- Menu terminology
- Factors affecting menu compilation.

5.0 Preparation and Service of Non-alcoholic Beverage

Objective

Upon completion of the topic the student will be able to:

5.1 classify and describe methods of preparation and service of non-alcoholic beverages.

Content

- Tea and variations.
- Coffee and variations.
- Chocolate and malted milk.
- Mineral waters.
  - natural
  - manufactured
- Syrups.
- Fruit juices.
- Squashes.

6.0 Stillroom Preparations

Objectives

Upon completion of the topic the student will be able to:

6.1 describe the correct procedures for preparing pots, pats, and curls of butter
6.2 name a variety of toasts and indicate which dishes they accompany.

6.3 name the methods of preparing limes. Lemons and oranges for service with tea, etc.
6.4 suggest methods of preparing the salt cruet to ensure that the salt flows freely.
6.5 name a variety of brands of proprietary sauces.
6.6 define the term "proprietary sauce".
6.7 classify and name popular jams and jellies and preserves, and indicate the meals in which they will be served.

Content

- Butter
- Toasts and breads
- Milk, sugar (for coffee and tea)
- Sliced lemon and orange
- Condiments
- Proprietary sauces
- Jellies, preserves, etc

7.0 Preparation of the Dining Room for Food Service

Objectives

Upon completion of the topic the student will be able to:

7.1 discuss the procedures for preparing the dining room for service.
7.2 illustrate suitable table arrangements for dining room taking into consideration, the room size, type and style of service and space allocation per person.
7.3 select the appropriate table linens
7.4 state reasons for the careful handling of linens.
7.5 discuss methods of bundling linen for the laundry.
7.6 list a variety of napkin folds and suggest when they can be best used.
7.7 indicate the reasons for careful handling of napkins
7.8 name and describe a variety of glassware
7.9 discuss the use of table decorations.
7.10 identify the appropriate crockery, cutlery and flatware for the service of specific meals and describe their functions.
7.11 list the items required for complete table settings for the service of breakfast, luncheon and dinner.

Content

- Preparation procedures
- Table arrangement
- Linen
- Napkin folds
- Glassware
- Table decorations
- Crockery, cutlery and flatware
- Table settings: breakfast setting; luncheon setting; dinner setting and settings for special occasions

8.0 The Service Procedures

Objectives

Upon completion of the topic the student will be able to:

8.1 describe the service procedure
8.2 interpret the daily menus
8.3 describe a variety of methods of serving rolls
8.4 describe methods of preparing water for service.
8.5 outline how to take a customer's order correctly and discuss reasons why orders should be written clearly.
8.6 describe clearing techniques of crockery, cutlery and flatware.
8.7 discuss a variety of techniques of serving desserts.
8.8 discuss methods of serving tea and coffee.
8.9 discuss methods of presenting the bill.

Content

- Greeting and seating.
- Presentation of the menu.
- Offering of rolls and butter.
- Pouring of water.
- Taking of the order.
- Removing of excess cutlery and flatware (in the case of table d'hote) or placing cutlery and flatware (in the case of a la carte).
- Serving and clearing of all courses up to and including main course.
- Crumbing down.
- Moving dessert cutlery and flatware into position.
- Service of the dessert.
- Service of tea/coffee
- Presentation of the bills.

9.0 Methods of Payment of Bills

Objectives

Upon completion of the topic the student will be able to:

9.1 list the methods by which customers may pay for their meals.
9.2 calculate the authorized additional percentages
9.3 discuss the correct procedures of handling cash, and the correct use of the cash register.

Content

- Vouchers
- Credit cards
- Cash
- Cheques
- Correct handling of cash

10.0 Social Skills

Objectives

Upon completion of the topic the student will be able to:

10.1 discuss the social skills that are necessary for the smooth running of the restaurant.
10.2 discuss methods of dealing with customer complaints, etc.

Content

- Social skills used in restaurants
- Handling customer complaints

Unit 2 – Kitchen Operations

Topics

11.0 Kitchen Design and Layout

Objectives

Upon completion of the topic the student will be able to:

11.1 discuss reasons for positioning of equipment.
11.2 discuss cooking potential of all equipment.
11.3 identify work patterns in relation to equipment.
11.4 describe the need for facilities such as refrigerators, storage, refuse area, receiving area, dish and pot washing areas, etc.

Content

- Positioning equipment
- Work pattern
- Types of equipment

12.0 Identification of Kitchen Equipment - Utensils, Tools

Objectives

Upon completion of the topic the student will be able to:

12.1 discuss the purpose and function of specific types of equipment
12.2 select and operate large and small equipment
12.3 identify and describe the function of hand tools and utensils

Content

- Purpose and function of specific equipment
- Large equipment vs small equipment
- Hand tools and utensils

13.0 Maintenance and Handling of Knives

Objectives

Upon completion of the topic the student will be able to:

13.1 identify types of knives with:
  - straight blades
  - serrated edges
13.2 identify other cutting tools and related implements
13.3 keep knives clean complying with food safety relations
13.4 keep knives sharp, using safe sharpening methods
13.5 store knives correctly after use
13.6 carry out work in an organized, efficient and safe manner
13.7 select knives appropriate to the tasks and type of food
13.8 practice knife drills
13.9 handle knives safely

13.10 select and purchase knives

Content

- Knife identification
- Knife use and care
- Knife drills

14.0 Identification of Basic Food Commodities

Objectives

Upon completion of the topic the student will be able to:

14.1 identify meats: beef, pork lamb, veal, variety meats, offals, cured meats.
14.2 identify poultry.
14.3 identify seafood.
14.4 identify fruits and vegetables.
14.5 identify dry goods products.
14.6 identify dairy products.
14.7 identify spices and herbs.

Content

- Food commodities

15.0 Basic Nutrition

Objectives

Upon completion of the topic the student will be able to:

15.1 define and understand "good nutrition" and "malnutrition".
15.2 discuss basic body requirements and their importance.
15.3 discuss functions and sources of food constituents.
15.4 discuss the importance and role of nutritional and non-nutritional elements.
15.5 discuss preservation of food value in:
- Storage
- Food preparation
- Cookery

15.6 discuss the effects of heat, oxidation, water and alkali on nutritional elements
15.7 discuss factors for maximum conservation of food values.

Content

- Malnutrition
- Basic body requirements
- Functions and sources of food constituents
- Nutritional and non-nutritional elements
- Food value and preservation

16.0 Menu Planning

Objectives

Upon completion of the topic the student will be able to:

16.1 discuss the importance of menu planning
16.2 discuss the essentials of a good menu
16.3 describe planning techniques
16.4 describe menu making rules
16.5 discuss menu Terminology

Content

- Definition of "menu"
- Criteria used in menu planning
- Menu compilation
- Menu terminology

17.0 Stocks, Sauces, Soups and Gravies

Objectives

Upon completion of the topic the student will be able to:

17.1 classify stocks, sauces, soups and gravies
17.2 identify herbs, spices, condiments and flavourings
17.3 prepare and cook meat, poultry, fish and vegetable stocks, sauces, soups and gravies

Content

- Types of stock, sauces, gravies and soups
- Herbs, spices and condiments used in stocks, sauces, gravies and soups
- Methods of preparation of various stocks, sauces, gravies and soups

18.0 Baking Bread and Rolls

Objectives

Upon completion of the topic the student will be able to:

18.1 identify the function and use of ingredients.
18.2 classify baking products
18.3 prepare, proof and bake bread and rolls.

Content

- Function and use of various ingredients in bread and rolls
- Classification of baking products
- Preparation methods of bread and rolls

19.0 Sandwich Preparation

Objectives

Upon completion of the topic the student will be able to:

19.1 classify the difference types of sandwiches.
19.2 prepare sandwich fillings
19.3 prepare hot and cold sandwiches - closed face, open face.
19.4 prepare sandwich garnishes and accompaniments.

Content

- Types of sandwiches
- Preparation methods of hot and cold sandwiches
- Garnishes and accompaniments

20.0 Appetizer Preparation

Objectives

Upon completion of the topic the student will be able to:

20.1 classify appetizers
20.2 prepare and use compound butters
20.3 prepare and present appetizers (canapés, hot Hors d'oeuvres, cold hors d'oeuvres, appetizer salads, cocktails etc.

Content

- Types of appetizers
- Use and preparation of compound butters
- Preparation and presentation of types of appetizers

21.0 Salad Preparation

Objectives

Upon completion of the topic the student will be able to:

21.1 classify and identify the types of salads.
21.2 prepare and serve salads.
21.3 identify types of salad dressings.
21.4 prepare and serve salad dressings.
21.5 prepare and serve fruit salad

Content

- Types of salad dressing
- Preparation method and services of salad dressings
- Garnishes
- Fruit salads

22.0 Preparation, Cooking and Serving of Vegetables

Objectives

Upon completion of the topic the student will be able to:

22.1 identify and classify vegetables.
22.2 identify methods of handling, preparing and storage
22.3 cook and serve fresh, frozen, leafy, root type, flower type and fruit type vegetables.
22.4 preserve and store cooked vegetables

Content

- Types and classification of various vegetables
- Handling, storage and preparation of vegetables
- Preservation and storage of cooked vegetables

23.0 Preparation of Fish and Shellfish

Objectives

Upon completion of the topic the student will be able to:

23.1 identify and classify fish and seafood
23.2 clean, cut, prepare and store fish and seafood
23.3 cook and serve fish and seafood.

Content

- Classifications of fish and other seafood
- Cleaning, cutting and storage of fish and other seafood
- Preparation methods and service of fish and seafood

24.0 Preparation of Meat and Poultry

Objectives

Upon completion of the topic the student will be able to:

24.1 identify the types and cuts of meat
24.2 demonstrate the use of dry heat and moist heat cooking.
24.3 cook and serve meat, poultry, beef, lamb, pork, veal, poultry and organ meats.
24.4 prepare basic dressings.

Content

- Types of cuts and meat
- Dry heat preparation
- Moist heat preparation
- Preparation and service of various meats
- Preparation of basic dressing

25.0 Preparation of Desserts

Objectives

Upon completion of the topic the student will be able to:

25.1 classify and identify the types of desserts
25.2 prepare puddings, gelatine desserts, specialty desserts (soufflés, baked alaska, babas).
25.3 use convenient desserts

Content

- Types and classification of desserts
- Preparation of various desserts

26.0 Portion Control

Objectives

Upon completion of the topic the student will be able to:

26.1 discuss the importance of portion control to overall costs.
26.2 discuss portion control systems and devices.
26.3 describe standard portion sizes.

Content

- Portion control
- Systems and devices that aid portion control
- Standard portion sizes

27.0 Control of Food Waste

Objective

Upon completion of the topic the student will be able to:

27.1 discuss the prevention of waste in:
  - storage
  - preliminary preparation
  - cooking
  - serving
  - the use of meat by-products (i.e. bones, fat, etc.)
  - the use of vegetable trimmings.

Content

- Waste and storage
- Waste and preparation of foods
- By-products
- Vegetable trimmings

Instruction Format

Lectures
Demonstration
Practicum
Video presentation

Assessment and Evaluation

The continuous assessment for this course takes the following form:

- Two (2) theory papers which account for 40% of the final mark
- Four (4) practical assessments which account for 60% of the final mark

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

Recommended Text

Fundamental Principles of Restaurant Cost Control, David B. Pavesic

Theory of Catering, 9th Edition, V C Cesarani and D Foskett; published by Hodder and Stoughton.

Practical Professional Cookery, 3rd Edition, H L Cracknell an R J Kaufmann; published by Thomson Learning.

Food and Beverage Service, 7th Edition, Lillicrap, Cousins and Smith; published by Hodder and Stoughton.

The New Professional Chef, 7th Edition; Linda Glick Conway; published by the Culinary Institute of America, New York, Van Nostrand Reinhold

Food Preparation and Cooking, NVQ Levels 1 and 2; Roy Hayter. London Hotel and Catering Training Company and MacMillan Press Ltd.

Fundamentals of Menu Planning, 2nd Edition; McVety, Ware and Levesque.

Resources

The Bar and Beverage Book, C Katsigris, M Porter and C Thomas; published by Wiley and Sons.

Food and Beverage Operation Cost Control and Systems Management, C Levinson; published by Prentice Hall.

Remarkable Service, Culinary Institute of America; published by Wiley and Sons.

Skills for Success - Line Level Restaurant Server

Food and Beverage Participants Workbook

CTISP Restaurant Server

3 ACCOMMODATIONS 1

Prerequisite: Introduction to Tourism/Hospitality
Credits: 4

Overview

This course is designed to provide the students with theory and practice relative for proficiency in the Accommodation sector. The learner will focus on all aspects of the relationship between the rooms division and other departments within a lodging operation.

General Objectives

This course is designed to assist students to:

1 assess the role and importance of the Rooms Division function within the Hospitality Industry
2 provide the student with a foundation of knowledge and skills applicable to the Front Office and Housekeeping functions within a variety of hotel and catering outlets
3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, learners will:

1 describe the procedures and equipment used by the Front Office department.
2 apply basic terminology and concepts related to front office operations.
3 describe the function of all the departments in a hotel and the role of the Front Office in their coordination.
4 demonstrate the procedures applicable to the guest cycle from reservation to departure.
5 describe and differentiate types of lodging.
6 describe the roles and responsibilities of the support department in the accommodation sector.
7 explain the various areas of housekeeping and describe their purpose in the lodging establishment.
8 apply and demonstrate operational techniques for the housekeeping department.
9 formulate a staffing plan for a housekeeping department.
10 describe the interdependence and cooperation between housekeeping and major departments of the lodging establishment.
11 identify and explain strategies and procedures utilized in security in a lodging establishment.
12 explain procedures relative to rooms division.
13 explain the relationship of the engineering department to the housekeeping department.

Unit 1

Topics

1.0 Hotel Classification Methods

Objectives

Upon completion of the topic the student will be able to:

1.1 identify different types of hotels accommodation
1.2 list the various types of services available in hotels
1.3 describe methods of classifying accommodation

Content

- Types of hotels
- Types of services
- Methods of classification

2.0 Organization of the Hotel and Rooms Division

Objectives

Upon completion of the topic the student will be able to:

2.1 explain the function of organizational charts
2.2 create an organizational chart
2.3 explain the terms “back” and “front of the house”
2.4 describe work routines and shifts in the Rooms Division

Content

- Organization chart
- Terminology
- Work routine

3.0 Front Office Systems Past and Present

Objectives

Upon completion of the topic the student will be able to:

3.1 describe the stages of the guest cycle
3.2 describe various front office systems of operation (manual, semi-automated and computerized)
3.3 describe uses of computer applications in the rooms division

Content

- The guest cycle
- Front Office systems
- Computer applications

4.0 Housekeeping Services as an Integrated Component of the Rooms Division

Objectives

Upon completion of the topic the student will be able to:

4.1 describe what is opening of the house and the importance of Front Office Reports to this function
4.2 describe, daily periodic and spring cleaning
4.3 identify the procedures for cleaning of rooms and public areas
4.4 list the steps of and demonstrate how to carry out turn down service

Content

- Front office reports
- Cleaning schedules
- Turn down service

5.0 Registration/Check-In Procedure

Objectives

Upon completion of the topic the student will be able to:

5.1 describe the preparations required for Registration
5.2 create a registration record
5.3 describe room and rate assignments
5.4 discuss creative registration options
5.5 describe and discuss circumstances and procedure when a guest cannot be accommodated
5.6 describe and demonstrate up-selling techniques
5.7 list special guest requests and describe how they can be fulfilled

Content

- Registration procedures
- Room and rate assignment
- "Walking" a guest
- Up-selling techniques
- Handling guest requests

6.0 The Reservation Procedure

Objectives

Upon completion of the topic the student will be able to:

6.1 describe the two kinds of reservations
6.2 create the reservation record
6.3 describe how to maintain individual and group reservations
6.4 post reservations to the conventional chart

Content

- Types of reservations
- Reservation record
- Group reservation

7.0 Front Office Accounting Methods

Objectives

Upon completion of the topic the student will be able to:

7.1 describe the fundamentals of Front Office accounting
7.2 create and maintain a guest account
7.3 discuss the advantages and disadvantages of manual and Computerized accounts
7.4 describe and demonstrate the use of various methods of settlement

Content

- Front office accounting
- The guest account
- Computer applications
- Methods of settlement

8.0 Guest Checkout and Account Settlement

Objectives

Upon completion of the topic the student will be able to:

8.1 describe the functions of check-out and settlement
8.2 discuss and demonstrate departure procedures
8.3 discuss and describe check-out options
8.4 discuss front office responsibilities for guest checking out with an account balance

Content

- Check-out
- Types of settlement
- Departure procedures
- Account balances

Unit 2

Topics

9.0 Housekeeping Equipment

Objectives

Upon completion of the topic the student will be able to:

9.1 identify and describe different types
9.2 demonstrate the use of different types
9.3 describe the selection and use of different types

Content

- Equipment used in housekeeping
- Selection of equipment

10.0 Cleaning Chemicals

Objectives

Upon completion of the topic the student will be able to:

10.1 identify and describe different types of chemicals
10.2 demonstrate the use of different types of chemicals
10.3 describe the selection and use of different types of cleaning chemicals with regards to Front Office equipment.

Content

- Types of chemicals
- Use of chemicals
- Types of equipment

11.0 Cleaning Procedures

Objective

Upon completion of the topic the student will be able to:

11.1 describe and list the methods of cleaning the various items in the room and public areas (Baths/showers, washbasin, toilet/urinals, windows and mirrors, refrigerators/water fountains, walls, partitions and furniture)

Content

- Cleaning methods

12.0 Wall and Floor Coverings

Objectives

Upon completion of the topic the student will be able to:

12.1 describe the various categories of wall and floor coverage
12.2 discuss the advantages and disadvantages of the different types of wall and floor coverings
12.3 describe the care and maintenance of the various categories of wall and floor coverings

Content

- Categories of wall and floor coverings
- Advantages and disadvantages of using various types of wall and floor coverings
- Care and maintenance techniques

13.0 The Linen room

Objectives

Upon completion of the topic the student will be able to:

13.1 describe the layout, function and the location of the linen room
13.2 identify types of linen, use and care
13.3 describe the linen cycle (Linen exchange, inventory control, taking linen out of circulation)
13.4 describe the benefits and disadvantages of using On-site vs. Commercial laundry facilities.

Content

- The function and layout of the linen room
- Types of linen
- Use and care of various types of linens
- The linen cycle
- On-site vs commercial laundry facilities

14.0 The Laundry

Objectives

Upon completion of the topic the student will be able to:

14.1 describe the process of laundering
14.2 demonstrate the removal of a variety of stain
14.3 describe the process of handling guest laundry
14.4 describe the dry cleaning process

Content

- The laundering process
- Stain removal
- Guest laundry
- Dry cleaning

15.0 Room Maintenance Procedures

Objectives

Upon completion of the topic the student will be able to:

15.1 describe and demonstrate how to change a light bulb
15.2 describe and demonstrate how to unblock sinks, washbasins and toilets
15.3 describe and demonstrate the use of electricity breakers
15.4 describe the advantages of implementing cost effective environmental practices.

Content

- The light bulb
- Unblocking drains
- Electricity breakers
- Cost effective environmental practices

16.0 Communication Methods

Objectives

Upon completion of the topic the student will be able to:

16.1 describe and list inter-departmental and external communication devices
16.2 describe and demonstrate how to handle guest complaints
16.3 describe and demonstrate professional customer relations.

Content

- Inter-departmental and external communication devices
- Professional customer relations

Instructions Methods

Lecture and discussion
Project and case studies
Simulated exercises
Practical demonstrations
Field trips
Audio Visual Aids

Assessment and Evaluation

- This coursework mark accounts for 60% of the final grade for the course and is distributed as follows:
  - Two term papers - 40%
  - One group assignment - 20%
- The final examination accounts for 40% of the final grade for the course.

Recommended Text

Managing Front Office Operations, 6th Edition, Michael L. Kasavana and Richard M. Brooks.

Hotel, Hostel and Hospital Housekeeping, 5th Edition, Branson and Lennox.

Resources

Hotel Front Office Management, 3rd Edition, J a Bardi; published by Wiley and Sons.

Commercial Housekeeping and Maintenance, Jones and Phillips.

Front Office Texts

CTISP Skills for Front Desk Employees

CTISP Guest Room Exceptional Attendant Training

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

4 HOSPITALITY ACCOUNTING

Perquisites: Accounting 1 **Credits:** 3

Overview

This course is designed to acquaint students with the concepts of accounting theory and practices with the specialized requirements of the Hospitality Industry. The nature and purpose of accounting, double entry system, hospitality accounting documents and special journals will be examined.

General Objectives

This course is designed to:

1 expose students to the financial practices generally used by managers in the hospitality industry
2 introduce the student to the various methods used by management in the decision making process
3 familiarize The student with methods used to control cost within various departments of the organization
4 introduce the student to the overall techniques used in the pricing process of various hospitality products

Learning Outcomes

Upon completion of this course, the learner will:

1 Define the purpose of Internal Control
2 Identify important considerations in pricing.
3 Describe financial practices used by management in the hospitality industry.
4 Discuss the value of a feasibility study.

Topics

1.0 Inventory and Depreciation Methods

Objectives

Upon completion of the topic the student will be able to:

1.1 list and identify the various kinds of inventory which are found in the Hospitality Industry.
1.2 compile and cost an inventory using all FOUR methods of inventory valuation.
1.3 explain the concept and purpose for the depreciation process in the accounting system.
1.4 evaluate the worth of an asset for specified periods using all four methods of depreciation.

Content

- Inventory Costing systems
  - F.I.F.O
  - L.I.F.O.
  - Specific Identification
  - Average cost
- Depreciation Methods
  - Straight Line
  - Sum of the Years' Digits
  - Unit of Output
  - Double Declining

2.0 Hotel Revenue Accounting and Controls

Objectives

Upon completion of the topic the student will be able to:

2.1 compile a revenue statement and indicate the factors which contribute to Gross Profit.
2.2 discuss at least four methods of revenue control within the Hospitality Industry.
2.3 compile a list of expenses which normally occur within the industry, given specified criteria, and indicate their effect on the gross profit margin.

Content

- Revenue Concepts
  - Revenue Accounts
  - Net Revenue
  - Gross profit
- Internal Control for Food and Revenue Sales
  - Credit Cards
  - Guest Checks
  - Guest Charges
  - Front Office Operations
  - Daily Room Reports
  - Housekeepers' Reports
- Hotel Expense Accounting
  - Rooms
  - Food and Beverage
  - Telephone
  - Administrative and General
  - Marketing
  - Human Resources

- Energy Costs
- Fixed Charges
- Cost of food and Beverage Sales
- Payroll and Related Charges

3.0 Accounting for the End of Period Adjustments

Objectives

Upon completion of the topic the student will be able to:

3.1 explain the process of acceptance of payment by credit cards and its entry into the accounting system.
3.2 explain the accounting process for the handling of employees' meals in Food Organizations.
3.3 explain and apply both the perpetual and the periodic methods of inventory taking and show how they are handled in the accounting system.

Content

- Accounting for credit card fees
- Accounting for employees' meals
- Accounting for un-collectible accounts
  - The Allowance Method
  - The Income Statement Approach
  - The Balance Sheet Approach
  - The Direct Charge-Off Method
- The Periodic Inventory Method
  - Perpetual Inventory Method
  - Periodic Inventory Method

4.0 Hotel Financial Statements

Objectives

Upon completion of the topic the student will be able to:

4.1 design a chart of accounts and explain the rational used for the design.
4.2 prepare a departmental financial statement in accordance with the requirements of the uniform system of accounting.
4.3 prepare a cash flow statement and explain the rationale for the statement.
4.4 discuss the purpose of using "notes to the financial statement" and explain their applicability in the financial system.

Content

- The Management Information System
  - The Chart of Accounts
  - Account Numbering Systems
  - Departmental Income Statements
  - Departmental Expenses Statements
  - Schedule to the Financial Statements
  - Notes to the Financial Statements
  - Statement of Cash Flows

5.0 Property and Equipment Accounting

Objectives

Upon completion of the topic the student will be able to:

5.1 explain the accounting process for the handling of the acquisition of land and equipment and other miscellaneous equipment.
5.2 explain and apply the processes of depreciation and amortization within the accounting system, given specified criteria.

Content

- Acquisition Costs
  - Land with building to demolish
  - Land and building for a lump sum
  - Equipment requiring special installation
  - Land Improvements
  - Building Repairs and improvements
  - China, Glassware and Silverware
  - Uniforms and Linen
- Depreciation of Property and Equipment
  - Straight Line Method
  - Declining Balance Method
  - Sum of the years digits
  - Depreciation of China, Glassware and Silverware
  - Amortization of Leaseholds
  - Disposal of Property and Equipment

Instruction Format

Lectures will form the basis for the presentation of the information.

- Flip Charts and overhead projector will be used to enhance the study and learning processes where the data to be presented proves to be complex.
- Students will actually make their own transactional entries and will be given specified information and data to self-designed ledgers and will also make the appropriate adjustments and compile and produce the appropriate financial statements from their own self designed ledgers.

Assessment and Evaluations

The assessment for this course takes the following form:

- 2 term tests - 25% - one test covers topics done in weeks 1-4 and the other covers topics done in weeks 5-9.
- An individual comprehensive term assignment and graded homework exercises – 15%
- A final exam worth 60%

Recommended Text

Accounting Practices for Hotels, Motels and Restaurants, Paul Dittmer, Bobbs-Merrill.

Understanding Hospitality Accounting I, R Cote; published by Educational Institute of the American Hotel and Motel Association.

Hospitality Management Accounting, Michael Coleman

Resources

Hotel Financial Statements

Industry Statistical Publications

Uniform System of Accounts for Hotels.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

5 HOSPITALITY MARKETING

Prerequisite: Marketing 1 **Credits:** 3

Overview

This course is designed to assist the student in the development of a firm understanding of the concept of "Services Marketing" and to guide the student in the application of services marketing concepts and techniques to respond to hospitality marketing problems. It addresses the "customer experience" and how to position a service in the market place. The management of the customer portfolio and the pricing and delivery of the service is also addressed.

General Objectives

This course is designed to:

1 enable students to apply services marketing concepts to hospitality marketing problems.
2 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon completion of this course, the learner will:

1 apply the concepts and principles of marketing as they relate to the Hospitality Industry.
2 describe the steps in developing market strategies for a hospitality operation.
3 apply the aspects of service marketing.
4 formulate a marketing plan utilizing the key elements of marketing procedures inclusive of an advertising plan, evaluation and control mechanics.
5 analyze the role of the services mix as it relates to other elements of the marketing mix.
6 explain and demonstrate the process of yield management.

Topics

1.0 Marketing and the Marketing Oriented Community

Objectives

Upon completion of the topic the student will be able to:

1.1 identify the current trends and demonstrate how to get a greater share of the business
1.2 consider and review the basic philosophy of marketing

Content

- Factors for growth
- Market offering as a response to needs and wants
- Description of the many publics and their expectations

2.0 Planning the Market Effort

Objectives

Upon completion of the topic the student will be able to:

2.1 consider the differences between people and their perceptions and value systems
2.2 cultivate return patronage and new business
2.3 discuss the total competitive strategy of the firm

Content

- Human factors
- Perceiving-thinking-feeling
- Motivation and life values
- Marketing plan and competitive strategy

3.0 Customer/Prospect and Service Mix

Objectives

Upon completion of the topic the student will be able to:

3.1 define "patronage" and identify the actual and desired patrons

3.2 identify and coordinate between patron wishes and management offerings
3.3 identify the "versatility dilemma"

Content

- Define the organization's market-customer/prospects
- The service mix as a response to the demands of the markets selected.

4.0 The Image

Objectives

Upon completion of the topic the student will be able to:

4.1 discuss how the image of the property relates to the promotional effort
4.2 discuss the interaction between promotion-service-markets
4.3 evaluate direct mail versus advertising media

Content

- The promotional mix and advertising
- Factors which create a business image
- The elements of the promotional mix
- Developing the advertising plan and the media mix

5.0 Outside Selling - Sales Promotion

Objectives

Upon completion of the topic the student will be able to:

5.1 identify what part of the promotional plan is outside selling
5.2 discuss sales promotion values, techniques, methods and cost comparisons
5.3 develop a sales promotion programme

Content

- Basic segments of outside selling
- Screening prospects
- Use of sales promotion to enhance the impact of advertising and personal selling

6.0 Merchandising and Pricing – Inside Selling

Objectives

Upon completion of the topic the student will be able to:

6.1 make comparisons of merchandising with sales promotion
6.2 identify the relationship between price and values
6.3 compare inside and outside selling

Content

- Distinction between sales promotion and merchandising
- Relationship of price and value

7.0 Public Relations and Publicity

Objectives

Upon completion of the topic the student will be able to:

7.1.1 identify the relationship between advertising and selling
7.1.2 describe the effect of public relations and publicity on the image of the firm
7.1.3 make a study and specific recommendations regarding its development of a property.

Content

- Planning the programme
- The media
- Enhancing the image of the organization

8.0 Market Information

Objectives

Upon completion of the topic the student will be able to:

8.1 gather market information and utilize it for intelligent planning
8.2 relate marketing information to market and sales forecasting

Content

- Purpose
- Basic collection methods
- Distinction between market research and marketing intelligence

9.0 Financial Aspects of Marketing

Objective

Upon completion of the topic the student will be able to:

9.1 assess the value of the marketing budget and assess the financial aspects of the marketing programme

Content

- Planning the budget

10.0 The Professional Aspects of Marketing

Objectives

Upon completion of the topic the student will be able to:

10.1 relate professionalism to effective marketing
10.2 discuss inside and outside resources for developing employee skills

Content

- Emergence of the professional

Instruction Format

Lecture
Class Discussions
Case Studies

Assessment and Evaluation

The final grade for this course is determined as follows:

- Participation - 15%
- Oral and Written Presentations - 45%
- Final class project - 40%

Recommended Text

Contemporary Hospitality Marketing a Service Management Approach, Dr. William Lazer and Roger A. Layton

Resources

Marketing for Tourism, J C Holloway and C Robinson; published by Longman.

Marketing in Travel and Tourism, V T C Middleton and J R Clarke; published by Butterworth Heinemann.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

6 FOOD AND BEVERAGE 2

Prerequisite: Food and Beverage 1 **Credits: 4**

Overview

This course is designed to introduce the student to advanced food and beverage preparation and service. Strategies to increase kitchen and dining room efficiency will also be examined.

General Objectives

This course is designed to:

1 expose the student to advanced food preparation and service techniques
2 develop advanced skills in food preparation and cooking
3 develop competence in the preparation of food and beverages to international market standards
4 prepare students to make an enlightened contribution to current industrial practice and development of culinary arts within the business environment
5 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

1 organize the kitchen and dining room brigade to execute a fine-dining experience
2 apply the rules and procedures for quality service
3 demonstrate the preparation and service of complex dishes
4 apply the principles of effective production and service controls
5 identify and complete the various forms used to record Food and Beverage transactions.

Topics

Unit 1 – Advanced Food Preparation

1.0 Specialty Soups

Objectives

Upon completion of the topic the student will be able to:

1.1 identify a number of local and international hot and cold soups
1.2 prepare and serve a selection of hot and cold specialty soups

Content

- Hot and cold specialty soups

2.0 Jellies and Aspics

Objectives

Upon completion of the topic the student will be able to:

2.1 describe the methods of preparing aspics an jellies (including convenient aspics and jellies)
2.2 prepare aspics and jellies

Content

- Preparation techniques

3.0 Chaudfoid

Objectives

Upon completion of the topic the student will be able to:

3.1 explain the term “chaudfoid”
3.2 demonstrate the method of preparing chaudfoid
3.3 coat and decorate a simple showpiece with chaudfoid

Content

- Definition of Chaudfoid
- Preparation methods for Chaudfoid
- Principles of decoration with Chaudfoid

4.0 Canapes and Cocktail Savouries

Objectives

Upon completion of the topic the student will be able to:

4.1 explain the term "canapés" and "savouries"
4.2 prepare, decorate and serve a variety of canapés and savouries

Content

- Definition of "canapés" and "savouries"
- Decoration techniques
- Presentation methods

5.0 Fish and Shellfish

Objectives

Upon completion of the topic the student will be able to:

5.1 identify local and imported fish and shellfish
5.2 describe popular methods of preparation of fish and shellfish
5.3 prepare, cook and serve a variety of popular fish and shellfish dishes
5.4 suggest suitable garnishes for the dishes prepared

Content

- Classification of fish and shellfish
- Preparation techniques
- Garnishes

6.0 Game

Objectives

Upon completion of the topic the student will be able to:

6.1 explain the term "game
6.2 outline the use of game on the menu
6.3 prepare and serve a number of dishes using game

Content

- Definition of "game"
- Game in menus
- Preparation techniques

7.0 Carving

Objectives

Upon completion of the topic the student will be able to:

7.1 describe the principles of carving various joints of meat and poultry
7.2 demonstrate carving a variety of meat joints and poultry

Content

- Carving of meats and poultry

8.0 Flambé

Objectives

Upon completion of the topic the student will be able to:

8.1 identify cuts of meat, poultry and seafood suitable for flambé
8.2 list common ingredients used in flambéing cuts of meat, poultry and seafood
8.3 select and prepare meat, poultry, seafood and other ingredients for flambé

Content

- Flambéing of meats, poultry and fish and shellfish
- Preparation of meats, poultry and fish and shellfish for flambéing

9.0 Buffet

Objectives

Upon completion of the topic the student will be able to:

9.1 explain the important aspects of buffet presentations
9.2 identify suitable salad dishes, vegetable dishes, meats, poultry, fish and shellfish for cold buffet presentations

9.3 prepare a variety of cold platters for buffet presentations

Content

- Hot and cold buffet presentations
- Suitable dishes for buffet presentations

10.0 Kitchen Organization

Objectives

Upon completion of the topic the student will be able to:

10.1 plan a specialty menu
10.2 order the required ingredients to execute the menu
10.3 organize the kitchen brigade
10.4 develop and execute the "plan of work"
10.5 supervise the kitchen during service

Content

- Planning of specialty menus
- Ordering techniques
- Organization of staff
- The "Plan of Work"
- Kitchen supervision

Unit 2 – Advance Food Service

11.0 Guéridon Service

Objectives

Upon completion of the topic the student will be able to:

11.1 define the term "guéridon"
11.2 discuss the history of the guéridon service
11.3 discuss and identify the main items of equipment used in the guéridon service
11.4 clean, prepare and light the lamp
11.5 discuss the preparation (mise-en-place) for guéridon service

Content

- Definition
- History
- Equipment used
- Preparation of the lamp
- Mise-en-place

12.0 The Execution of Guéridon Service

Objectives

Upon completion of the topic the student will be able to:

12.1 describe the methods of making salad dressings at the side table
12.2 make and serve correctly salad dressings at the side table
12.3 discuss the methods of carving cold meats
12.4 carve cold meat from the guéridon or buffet in the correct hygienic method and according to industry standards

Content

- Salad dressings
- Carving techniques

13.0 Special Serving Techniques

Objectives

Upon completion of the topic the student will be able to:

13.1 discuss the serving of:
- caviar
- skinning and boning of fish
- steak tartare
- avocado pear
- corn on the cob
- lobster
- smoked salmon

13.2 serve the items above

Content

- Serving of specialty dishes

14.0 Flambé

Objectives

Upon completion of the topic the student will be able to:

14.1 define the term "flambé"
14.2 identify the equipment and fuels for the lamp
14.3 explain how to set up the trolley for flambé cookery
14.4 identify the menu items which be flambéed
14.5 discuss the preparation methods of:
- seafood dishes
- meat dishes
- desserts which are prepared using the flambé techniques

14.6 prepare and serve a variety of flambé dishes using recipes

Content

- Definition
- Fuels
- Set up of the trolly
- Suitable menu items
- Preparation techniques

15.0 The Service of Fruit

Objectives

Upon completion of the topic the student will be able to:

15.1 demonstrate the preparation of a variety of fruit
15.2 prepare the guéridon and perform the following tasks:
- peel hard fruit
- peel citrus fruit
- peel bananas
- slice and sugar citrus fruit
- slice and sugar hard fruit
- prepare honey-dew melon
- dress fresh fruit salad with liqueur

Content

- Preparation and service of fruit

16.0 Function Catering

Objectives

Upon completion of the topic the student will be able to:

16.1 discuss the various styles of setting up of a buffet
16.2 set up a variety of buffet tables and serve from The buffet
16.3 prepare the seating plan for a banquet
16.4 plan, organize and serve at a variety of functions

Content

- Types and styles of buffets
- Buffet set up
- Banqueting set up

17.0 Specialty Coffees and Liqueurs

Objectives

Upon completion of the topic the student will be able to:

17.1 discuss the preparation and service of a variety of specialty coffees
17.2 serve liqueurs including some that are flamed

Content

- Preparation techniques
- Service techniques

18.0 Dining Room Organization

Objectives

Upon completion of the topic the student will be able to:

18.1 organize the dining room brigade
18.2 plan the layout of the dining room
18.3 interpret the menu
18.4 develop and execute the "plan of work"
18.5 supervise the dining room service

Content

- Organization of staff
- Dining room layout
- Menu interpretation
- "Plan of Work"
- Supervisory techniques

19.0 Methods of Increasing Dining Room Sales

Objectives

Upon completion of the topic the student will be able to:

19.1 outline strategies that can be used to increase dining room sales
19.2 discuss methods that will assist in reducing theft from points of sales
19.3 develop a sales income control system
19.3 discuss the procedures to control cash after collection
19.4 develop a guest comment card

Content

- Dining room sales
- Control systems
- Cash security
- Evaluation of service

Instruction format

Practicum
Lectures
Demonstration

Assessment and Evaluation

The continuous assessment for this course takes the following form:

- Two (2) theory papers which account for 40% of the final mark
- Four (4) practical assessments which account for 60% of the final mark

Recommended Text

Fundamental Principles of Restaurant Cost Control, David B. Pavesic

Practical Professional Cookery, 3rd Edition, H L Cracknell an R J Kaufmann; published by Thomson Learning.

Food and Beverage Service, 7th Edition, Lillicrap, Cousins and Smith; published by Hodder and Stoughton.

Remarkable Service, the Culinary Institute of America; published by John Wiley and Sons

Fundamentals of Menu Planning, 2nd Edition; McVety, Ware and Levesque.

Resources

Food and Beverage Operation Cost Control and Systems Management, C Levinson; published by Prentice Hall.

CTISP Restaurant Server

CTISP Banquet Server

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

7 ACCOMMODATIONS 2

Prerequisite: Accommodation 1 **Credits: 4**

Overview

This course introduces the learner to the techniques of professional accommodation administration. Students will become acquainted with management issues of the rooms division, revenue management, security operations, maintenance/engineering and distribution channels.

General Objectives

This course is designed to:

1 familiarize students with revenue and profit management techniques related to Rooms Division operation
2 explore the role of the Rooms Division from a management perspective and examine the inter-relationship with other management functions
3 familiarize students with Rooms Division Operations within a particular hospitality context from an operational, supervisory and managerial perspective
4 enable students to compare and contrast a range of Rooms Division operating systems.
5 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, learners will:

1 describe the components of the system of accommodation
2 state and describe the parts which are integral to the building and analyze how the component achieves it goal of being an overall sound, aesthetically appealing, subsystem
3 describe and analyze the accommodation services
4 analyze how staffing must be integrated within the entire management of the accommodation process
5 discuss materials management and analyze systems implemented to control the movement of resources
6 discuss standards and analyze the concept of quality in relation to productivity

Topics

1.0 The System of Accommodation

Objective

Upon completion of the topic the student will be able to:

1.1 describe the accommodation product
- The customer
- Sphere of accommodation management
- Services Industry
- System of accommodation management
- Constraints on Accommodation Management

Content

- The customer
- Accommodation management
- The service industry

2.0 The Building

Objective

Upon completion of the topic the student will be able to:

2.1 describe and analyze the building subsystem
- The Site
- The Structure
- Fittings
- Planning
- Design and Construction

Content

- The site
- The physical plant
- Design and construction

3.0 Accommodation Services

Objective

Upon completion of the topic the student will be able to:

3.1 describe and analyze the Accommodation services
- The Front Office

- Housekeeping
- Infection Control and Hygiene
- Waste disposal
- Pest Control
- Maintenance
- Security
- Activities

Content

- Front office
- Housekeeping
- Infection control and hygiene
- Waste disposal
- Pest control
- Maintenance
- Security

4.0 Staffing

Objective

Upon completion of the topic the student will be able to:

4.1 describe and analyze the staffing needs of the accommodation sector
- Staff Planning
- Recruitment and Selection
- Training
- Incentives
- Direct vs. Contract Labour

Content

- Staffing
- Recruitment and selection
- Training
- Incentives
- Contract labour

5.0 Materials Management

Objective

Upon completion of the topic the student will be able to:

5.1 describe materials management and analyze its control systems
- The Role of Materials Management
- Components of Materials Management
- Purchasing
- Storage and Controls
- Materials Movement

Content

- Materials management
- Purchasing
- Storage and control
- Movement of materials

6.0 Quality and Productivity

Objective

Upon completion of the topic the student will be able to:

6.1 discuss standards and analyze quality in relation to productivity
- Quality Management
- Standards Setting and Definition
- Controlling the Standard
- Measuring Quality
- Productivity Definitions
- Measuring and Increasing Productivity
- Labour and Productivity

Content

- Quality management
- Standards
- Productivity definition
- Productivity measurement
- Labour and productivity

Instructional Methods

Lecture
Guest Speakers
Tours

Assessment & Evaluation

- The coursework mark which accounts for 40% of the final grade for the course is distributed as follows:
  - One assignment in the form of a written paper worth 10% and in-class oral presentation -10% or a case study worth 20%
  - Mid-term examination - 20%
- The final examination accounts for 60% of the final grade for the course.

Recommended Text

Accommodation Management by Christine Jones and Val Paul

Hotel, Hostel and Hospital Housekeeping, 5th Edition, Joan C. Branson and Margaret Lennox

Managing Front Office Operations, 6th Edition, Michael M. Kasavana and Richard M. Brooks

Resources

House Craft/ Accommodations Operations, Valrie Paul and Christine Jones, 1989 Macmillan, Hampshire.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

8 EVENTS AND CONFERENCE MANAGEMENT

Prerequisites: Accounting 1, Marketing
Food and Beverage 1 &11, Entrepreneurship

Credits: 3

Overview

This course introduces the learner to the methods and techniques utilized in planning, organizing, promoting and delivering major events.

General Objectives

This course is designed to:

1 provide an opportunity for the student to develop flexibility and inventiveness in the provision of events services
2 develop within the student the capacity to learn by observing and interpreting current industrial practices within events activities
3 develop positive attitudes toward quality control systems within events activities
4 recognize the importance of implementing dynamic marketing strategies in events management
5 enable the student to utilize supervisory skills previously acquired to develop human resource management, negotiation and project skills
6 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

1 conduct an analysis of a specific event.
2 prepare a conference/events plan.
3 analyze the resource components required for a given event including physical and human resources.
4 apply appropriate management skills and techniques as it relates to the planning, organizing and production of the event.
5 apply relevant budget, costing, control and pricing techniques to an event to achieve predetermined financial targets.
6 conduct an analysis of the marketing requirements for an event.

Topics

1.0 The Nature of Major Events

Objectives

Upon completion of the topic the student will be able to:

1.1 list a variety of types of events and discuss the varying locations
1.2 discuss the purpose, structure and size of varying events
1.3 describe the role of various suppliers and contractors
1.4 list and discuss the nature of support services available to the events planner
1.5 discuss the role and structure of the organizing committee
1.6 outline briefly the legislation relating to Events Management

Content

- Function types and locations
- Events, structure, size and objectives
- Supplier and subcontractor roles
- Events sponsor, host or organizer roles
- Support services nature and availability
- Organizing committee
- Legislation

2.0 Project Management Techniques

Objectives

Upon completion of the topic the student will be able to:

2.1 explain the term “project leadership”
2.2 describe the different types of organizational structures relating to events management

Content

- Project Leadership
- Organizational structures
- Communication and reporting procedures: banqueting management

3.0 Negotiation Skills

Objectives

Upon completion of the topic the student will be able to:

3.1 discuss the fundamentals of negotiation
3.2 describe a variety of strategies and tactics used when negotiating business

Content

- Setting objectives and targets
- Determining strategy and tactics
- Briefing the negotiating team
- Implementing a negotiating strategy

4.0 Marketing of the Event

Objective

Upon completion of the topic the student will be able to:

4.1 develop a marketing plan for a specific event

Content

- Market Research SWOT analysis
- Advertising, promoting and publicity
- Company objectives and marketing strategies

5.0 Budgeting and Financial Control

Objectives

Upon completion of the topic the student will be able to:

5.1 discuss the risk factors and pricing policies
5.2 outline suitable revenue forecasting methods
5.3 discuss methods of forecasting expenses
5.4 prepare a conference/event budget
5.5 demonstrate a system of budgeting and financial control relating to the events management process

Content

- Pricing policies
- Risk factors
- Revenue forecasting
- Budgeting, financial control and resource control

6.0 Promoting the Event

Objectives

Upon completion of the topic the student will be able to:

6.1 use methods of assessing the competition
6.2 discuss methods of targeting the right market
6.3 discuss methods of promoting conference/event
6.4 develop a sales package for a particular conference or meeting
6.5 managing various sales agents.

Content

- Assessments
- Market targeting
- Promotion
- Sales packaging
- Sales agents
- Sponsors

7.0 Ancillary Conference and Convention Activities

Objectives

Upon completion of the topic the student will be able to:

7.1 design and develop a tour package for conference delegates
7.2 design and develop an entertainment/recreational package to be included in a conference or meeting
7.3 design separate activities for attendees and their guests.

Content

- Tour packaging
- Entertainment packaging
- Spousal itinerary

8.0 Legal and Security Issues

Objectives

Upon completion of the topic the student will be able to:

8.1 explain the legal requirements of an event
8.2 identify what approval is required to implement a particular event
8.3 identify the types of contracts required between event organisers and other entities
8.4 discuss security requirements for event venues - equipment and cash
8.5 identify the law enforcement departments that provide security services for various events and conferences

Content

- Laws relating to hosting an event
- Agencies that provide approval for the staging of events
- Types and styles of contracts
- Security requirements
- Law Enforcement and Security Agencies that assist with events

Instruction Format

Lecture
Discussion
Simulation
Case Studies

Assessment and Evaluation

The final grade for this course is determined as follows:

- Participation - 20%
- Team Projects - 45%
- Final Class Project - 35%

Recommended Text

Event and Entertainment Marketing, Barry Avrich, Probus Publishing

Event Management in Leisure and Tourism, D C Watt; published by Longman.

Resources

Managing Conventions and Group Business, L H Hoyle, D C Dorf and T J A Jones; published by Education Institute a H and M A.

Van Der Wagen, Lynn & Carlos, Brenda R (2005). Events Management for Tourism, Cultural, Business, and Sporting Events. Published by Prentice Hall.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

9 BAR OPERATIONS

Prerequisite: None **Credits:** 4

Overview

This course will introduce students to techniques in the service of beverages. Beverage operations with emphasis on management and operational controls will be examined.

General Objectives

This course is designed to:

1 equip the student with the background and service of alcoholic and non-alcoholic drinks including a variety of wines suitable for service in a variety of bar and restaurant outlets
2 enable the student to take a responsible approach to the service of alcoholic beverages
3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

1 identify the fundamentals of a beverage operation inclusive of physical components.
2 demonstrate sales techniques.
3 prepare beverages and perform beverage service.
4 describe major characteristics of alcoholic products and non-alcoholic beverages.
5 discuss local legislation relating to the sale of alcohol beverages.

Topics

1.0 Introduction to the Bar Operations

Objectives

Upon completion of the topic the student will be able to:

1.1 define the term "bar"
1.2 illustrate the layout of the bar
1.3 discuss the duties of a barman, a bar waiter/waitress and a bar porter
1.4 describe the different types of bar operations
1.5 discuss the social and legal responsibilities of the bartender
1.6 identify different types of customers found in bars

Content

- What is a bar?
- Types of bars.
- Duties of a bar staff.
- Role and responsibilities of bartenders
- The physiology of alcohol
- Types of customers

2.0 Bartending Equipment and Tools

Objectives

Upon completion of the topic the student will be able to:

2.1 identify the basic bartending equipment and tools
2.2 operate the bar equipment
2.3 describe the use of equipment and tools.

Content

- Blender
- Crusher
- Ice machine
- Jigger
- Shaker
- Strainer
- Mixing glass
- Cutting board
- Knife
- Stirring spoon
- Optics

3.0 Glassware

Objectives

Upon completion of the topic the student will be able to:

3.1 identify the names, sizes and uses of glassware for the bar
3.2 describe how to wash and polish glasses
3.3 discuss how to frost, rim and chill glassware.

Content

- Name, sizes and uses of glassware
- Washing and polishing techniques
- Frosting and chilling of glassware

4.0 Bar Sanitation

Objective

Upon completion of the topic the student will be able to:

4.1 demonstrate bar sanitation and hygiene

Content

- Sanitation and hygiene techniques

5.0 Service Bar

Objectives

Upon completion of the topic the student will be able to:

5.1 discuss how to set up a service bar.
5.2 identify service bar supplies.
5.3 explain various service bar ordering systems
5.4 set up a service bar

Content

- Setting up
- Bar supplies
- Ordering system

6.0 Bar Inventory

Objectives

Upon completion of the topic the student will be able to:

6.1 discuss the various bar inventory and control procedures
6.2 explain what is meant by "rotation" of stock.

Content

- Control of stock.
- Rotation of stock.

7.0 Carriage of Drinks

Objectives

Upon completion of the topic the student will be able to:

7.1 identify a bar tray.
7.2 demonstrate how to carry a tray, with and without drinks.
7.3 return empty glasses, dispose of ice, straws, stir sticks.
7.4 discuss methods of placing orders on a tray so as to assist the bar waiter in remembering which drink belongs to each customer.

Content

- Carrying bar tray.
- System for putting orders on tray.

8.0 Classification and Types of Alcoholic Beverages

Objectives

Upon completion of the topic the student will be able to:

8.1 classify and describe the types of alcoholic beverages
8.2 distinguish between fermented and distilled beverages
8.3 outline the production of alcoholic beverages
8.4 describe and discuss the use of ice.
8.5 identify the different garnishes
8.6 name the incidental ingredients used in the bar.
8.7 discuss the use of beverage, napkins and accessories
8.8 prepare various garnishes for mixed drinks

Content

- Distilled spirits
- Cordials or liqueurs
- Beer
- Wine

9.0 Beer

Objectives

Upon completion of the topic the student will be able to:

9.1 discuss the origin and manufacturing process of beers and spirits
9.2 identify local and imported beer
9.3 demonstrate pouring beer
9.4 define the term "draught beer".
9.5 demonstrate drawing beer.

Content

- Manufacturing process of beers and spirits
- Domestic and imported beers
- Serving beer
- Definition

10.0 Non-Alcoholic Ingredients

Objectives

Upon completion of the topic the student will be able to:

10.1 identify spices, grenadine condiments.
10.2 identify flavours of mixes
10.3 prepare beverages making use of these ingredients

Content

- Spices
- Mixes
- Simple syrup.
- Juices.
- Grenadine.
- Fruit.

11.0 Method of Mixing Drinks

Objectives

Upon completion of the topic the student will be able to:

11.1 describe the term "stir, shake, build and blend".
11.2 prepare drinks using the stir, shake, build and blend methods.

Content

- Stir technique
- Shake technique
- Build technique
- Blend technique

12.0 Highballs

Objectives

Upon completion of the topic the student will be able to:

12.1 discuss the term "highball"
12.2 mix a number of "highballs"

Content

- Definition
- Preparation of "highballs"

13.0 Cocktails

Objectives

Upon completion of the topic the student will be able to:

13.1 discuss and define origin of cocktails
13.2 mix a variety of cocktails.

Content

- Definition
- Preparation of a variety of cocktails

14.0 Introduction to Wines

Objectives

Upon completion of the topic the student will be able to:

14.1 define the term "wine".
14.2 briefly discuss the history of wines.
14.3 recognize wine growing regions
14.4 describe the cultivation of vines:
  - Climate
  - Soil
  - Grape and fruit

14.5 discuss and identify wines and their regional origins
14.6 identify associations and controlling agencies.
14.7 interpret information on labels.
- France
- Germany
- Spain/Italy
- California
- Local
- Other sources

Content

- Definition.
- History.
- Cultivation.
- Associations and controlling agencies of wine
- Labelling of wine

15.0 Classification of Grapes

Objective

Upon completion of the topic the student will be able to:

15.1 differentiate between grapes grown in North America and Europe.

Content

- North American species
  - vitis labrusca
  - concord
- European species
  - vitis vinifera
  - chardonnay
  - gamay
  - gewürztraminer

16.0 The Wine Making Process

Objectives

Upon completion of the topic the student will be able to:

16.1 discuss the wine making process from crushing through bottling.
16.2 discuss the degree of sweetness or dryness of wine and describe how wine makers accomplish this.
16.3 describe the process of making champagne and sparkling wines
16.4 identify and discuss "fortified wines".

Content

- Wine making process
- Champagne and sparkling wines
- Fortified wines

17.0 Classification of Wines

Objective

Upon completion of the topic the student will be able to:

17.1 differentiate between the categories of wine

Content

- Appetizers
- Table wines
- Sparkling wines
- Dessert wines

18.0 The Language of Wines

Objective

Upon completion of the topic the student will be able to:

18.1 discuss and compile a list of common terms.

Content

- Terminology of wines

19.0 Wine With Food

Objectives

Upon completion of the topic the student will be able to:

19.1 select wines that are generally recommended To compliment various foods.
19.2 discuss and identify appropriate serving temperature for each category of wine.

Content

- Wine and various foods
- Temperature of various categories of wine for service

20.0 Serving Procedures

Objectives

Upon completion of the topic the student will be able to:

20.1 describe the methods of presenting wine to the customer (host).
20.2 demonstrate the pouring of wine without dripping.
20.3 discuss the importance of timing in relation to wine service.

Content

- Presentation
- Pouring
- Timing

21.0 Storage

Objective

Upon completion of the topic the student will be able to:

21.1 describe various wine service facilities and discuss how to develop a wine cellar

Content

- Wine service facilities
- The wine cellar

22.0 Licensing Regulations

Objective

Upon completion of the topic the student will be able to:

22.1 discuss the licensing legislation relating to the hospitality industry

Content

- Relevant legislation

Instruction Format

Lecture
Demonstration
Practice
Field trips
Seminar on wine tasting
Multi-media presentation

Assessment and Evaluation

The assessment for this course takes the form of:

- Two (2) theory papers which account for 40% of the final mark
- Four (4) practical assessments which account for 60% of the final mark

Recommended Text

Pouring for Profit: a Guide to Bar and Beverage Management, Costas Katsigris.

New American Bartenders Guide, J J Poister; published by Penguine.

Resources

Remarkable Service, Culinary Institute of America; published by Wiley and Sons.

The Bar and Beverage Book, Costas Katsigris, Mary Porter and Chris Thomas

Managing Bar and Beverage Operations, H Lendal, Mary L Tanke.

Grossman's Guide to Wine, Bar and Spirits, Harold J Grossman, H Scribers and Sons

CTISP Bartender Skills Book

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

10 FOOD AND BEVERAGE COST CONTROLS

Prerequisites: **Credits: 3**

Overview

Learners will be introduced to standards and procedures that increase the probability of food and beverage operations in the industry with emphasis on controlling cost and maximizing sales. Purchasing procedures will be examined.

General Objectives

This course is designed to:

1 emphasize the importance of controlling cost and maximizing sales
2 stress the importance of the profit margin, what it means to the organization and the role which controls "play" in the enhancement of the profit factor
3 introduce to students a "working example" of controls which contributes to the Food and Beverage Control System

Learning Outcomes

Upon successful completion of this course, the learner will:

1 identify financial controls in the Hospitality Industry.
2 analyze the different costs pertinent to food and beverage operations.
3 implement internal controls for deliveries, receiving, inventory, cash handling, audit process, accounts payable and payroll.
4 identify and explain the principles of effective purchasing.
5 identify the various criteria as they relate to the quality of products.

Topics

1.0 An Introduction to Food and Beverage Control

Objectives

Upon completion of the topic the student will be able to:

1.1 explain what is meant by the Hospitality Industry
1.2 list some of the components which make up the Hotel
1.3 explain and differentiate between Commercial Food Services and Institutional Food Services.

Content

- Travel and Tourism, the Hospitality Segment
- How Hotels are departmentally organized
- Identification of Commercial and Food Institutional Food Services.

2.0 Management Functions

Objectives

Upon completion of the topic the student will be able to:

2.1 list and briefly discuss the various functions that management performs
2.2 list and explain what is meant by the Food and Beverage "Flow of Costs"
2.3 explain the importance of Food Control Systems within a Food Operation.

Content

- Planning, Organizing, coordinating, Staffing, Directing, and controlling.
- The Operating Control Cycle
  - Purchasing
  - Receiving
  - Storing
  - Issuing
  - Production
- Controlling: an important aspect of Management Function:
  - The establishment of standards
  - The Measurement of Operating Results
  - The Comparison of actual results with standards

- The taking of Corrective Action
- Reviewing Corrective Action

3.0 The Purchasing and Receiving Functions

Objectives

Upon completion of the topic the student will be able to:

3.1 distinguish between perishable and non-perishable food items and the purchasing thereof
3.2 describe a market quotation sheet and an order form
3.3 list four common methods by which suppliers may profit from an operation's poor receiving practices.
3.4 list four standard practices that the Food Operation may use to ensure an effective Receiving System.
3.5 complete and explain the use of the daily Food Receiving Report.

Content

- Purchasing perishable and non-perishable items.
- The functions of the Market Quotation sheet
- The Order Form and Food Deliveries
- Methods of fraud in food deliveries:
  - failing to meet specifications
  - watering and Icing products
  - Invoicing high-quality items for low quality items delivered
  - Invoice Overcharging
  - Incorrect pricing as a result of bulk weighing
  - Putting goods directly into storage areas
  - Delivering goods outside normal receiving
- Standard Receiving Practices
  - Item count
  - Item Weighing
  - Check amounts and prices against market quotation sheet
  - Quality Check
  - Spot check of cases
  - Follow-up action on short deliveries, or deliveries that do not match specifications
  - Immediate storage of all Food Items received
- The daily Food Receiving Report

4.0 Storage and Issuing of Food Items

Objectives

Upon completion of the topic the student will be able to:

4.1 explain the reason for the proper storage and Issuing functions within Food establishments
4.2 list at least four practices adopted by Food operations to prevent against food spoilage
4.3 list at least six methods which a food operation may adopt to secure its food merchandise
4.4 describe the duties and responsibilities of the Food Storekeeper
4.5 explain the purpose of the Issuing Function and how it is normally carried out.

Content

- The purpose of the Storage and Issuing Functions
- Prevention of Spoilage and Theft
  - Adequate Locking and security system
  - Effective Key Control system
- Adequate delegated responsibility for the Merchandise on hand
- Practices to prevent Food Spoilage
  - Improper Storage temperatures
  - Excessive Storage Periods
  - Lack of Adequate Ventilation
  - Failure to segregate Food properly
  - Lack of proper sanitation
  - Excessive delays between time of receipt and proper storage
- Responsibilities of Storekeeper
  - Keeping storage area clean and dry
  - Ensuring merchandise is used before spoiling
  - Ensuring equipment is in good working order
- The Food Issuing Function
  - Proper Authorization for issuing
  - The food requisition For

5.0 Inventory Control

Objectives

Upon completion of the topic the student will be able to:

5.1 illustrate hoe the perpetual inventory system functions to account for food merchandise

5.2 distinguish between the following forms of inventory: Open Inventory, Book Inventory, and Actual Inventory.
5.3 explain and demonstrate how inventory turnover is computed.

Content

- Storeroom Inventory
  - Bin Cards
  - Perpetual Inventory System
- Book Inventory
  - Opening Inventory + Storeroom Purchases - Storeroom Inventory = closing Inventory
  - Open Stock Inventory
  - Actual Inventory
  - Inventory Turnover

6.0 Food and Beverage Standards

Objectives

Upon completion of the topic the student will be able to:

6.1 define Standard Purchase Specifications
6.2 compile a standard recipe for a particular item and explain its function.
6.3 calculate and explain standard yield.
6.4 explain how standard portions are derived.
6.5 define Food Costs and Standard Beverage Costs.

Content

- Standard Purchase Specifications
- Standard Recipes
  - How to develop standard Recipes
- Standard Yields
  - How to develop standard yields
  - The Cost per servable pound
  - The Cost factor
- Standard Portion Sizes
- Standard Portion Costs
  - How to calculate Standard Dinner Costs
  - How to Calculate Standard Portion Costs
  - Special standard costs for beverage control
- Standard Food Costs
  - How to calculate standard costs per meal
- Standard Beverage Costs

7.0 The Food Cost Percent

Objectives

Upon completion of the topic the student will be able to:

7.1 compile the statistics required of a daily Food Cost Form, calculate daily Food Cost and Food Cost Percentage, and explain Food Cost as a control measure.
7.2 compile accumulated food costs, and explain how the adjustments affect the final inventory balance.

Content

- How to calculate a daily Food Cost Percent
  - The Daily Food Cost Form
  - Transfers to the Food Department
  - Transfers from the Food Department
  - Employees meals and promotional meals
- How to calculate accumulated Food Cost
  - Month end adjustments
  - Difference between book inventory and actual inventory
  - Open stock inventory

8.0 Beverage Control Cost

Objectives

Upon completion of the topic the student will be able to:

8.1 list at least five ways in which theft or fraud can occur in a bar
8.2 discuss the use of requisitions as a basis for beverage cost control
8.3 discuss necessary practices for effective cost control, such as the use of standard recipes
8.4 measuring devices, and the value of a spillage allowance.
8.5 briefly discuss the standard cost control method, and given appropriate information, solve problems using this method.

Content

- Methods of theft or fraud:
  - under pouring drinks
  - practice of Bar Personnel using personally purchased bottles
  - the Dilution of liquor

  - recording individually sold drinks as a full bottle
  - Recording sold drinks as spilled or complimentary
  - Substituting low quality liquor for a high quality one
  - Overcharging drinks especially to a high tab.
- Beverage requisition
- Beverage Standard Recipes
- The use of measuring devices
- How to establish drink selling prices
- Why Full Bottle sales should be separated.
- Spillage allowance
- Standard Beverage cost control
- Reporting Beverage Revenue

9.0 Procedures for Comparison and Analysis

Objectives

Upon completion of the topic the student will be able to:

9.1 identify variances between standard and actual Food and Beverage costs and discuss reasons for the variance.
9.2 discuss suitable recommendations for the correction of the variance.

Content

- The analysis of Food and Beverage Reports.
- How to identify variances in Food and Beverage Costs.

10.0 The Control of Food and Beverage Sales Income

Objective

Upon completion of the topic the student will be able to:

10.1 Discuss methods for the control of Food and Beverage Revenue.

Content

- Guest Check Control Systems
  - Manual and automated systems.
- The Collection of Sales Income
  - Sales Income Reports

Instructional Format

1 Lectures will form the basis for the presentation of the information.
2 Flip charts and overhead projector will be used to enhance the study and learning processes where the data to be presented proves to complex.
3 Situational Learning will take place where students will be encouraged to carry out specified practical assignments in order to enhance the learning climate. Examples will include, but will not necessarily be limited to:
  - compiling and pricing a food inventory
  - designing, costing and pricing their own recipes using realistic market prices
  - carrying out an actual yield test, if possible within a kitchen environment.
  - designing a function sheet and costing all the requirements of the menu.
  - pricing the function in consideration of the expenses incurred and giving specified net.
  - profit criteria.

Assessment & Evaluation

- 6-8 classroom exercises - 10%
- One mid-term test - 40%
- Final exam - 50%

Recommended Text

Cost Control for the Hospital Industry, 2nd Edition. Coltman Michael M.

Principles of Food, Beverage & Labour Cost Control, Paul Dittmer

Resources

Planning and Control for Food & Beverage Operations, Jack Ninemeir

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.