



CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)



Associate Degree in Applied Science Hospitality Studies Core



**CURRICULUM HANDBOOK
2015**

**A COMPONENT OF THE CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)
COMMONWEALTH OF LEARNING FUNDED PROJECT**

CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Caribbean Common Core Curriculum

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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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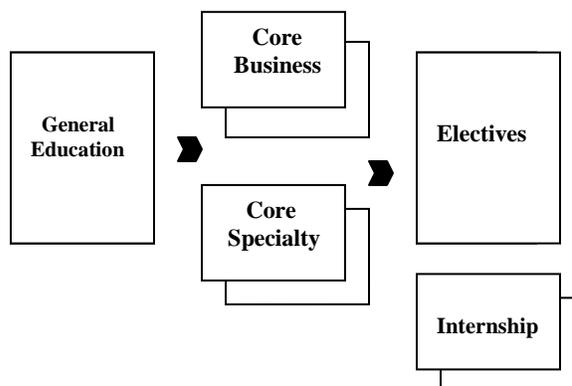
HOSPITALITY STUDIES CORE

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 Service
- 3 Accommodations 1
- 4 Hospitality Accounting
- 5 Hospitality Marketing
- 6 Food Preparation 1
- 7 Accommodations 2
- 8 Events and Conference Management
- 9 Bar Operations
- 10 Food, Beverage and Labour 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.

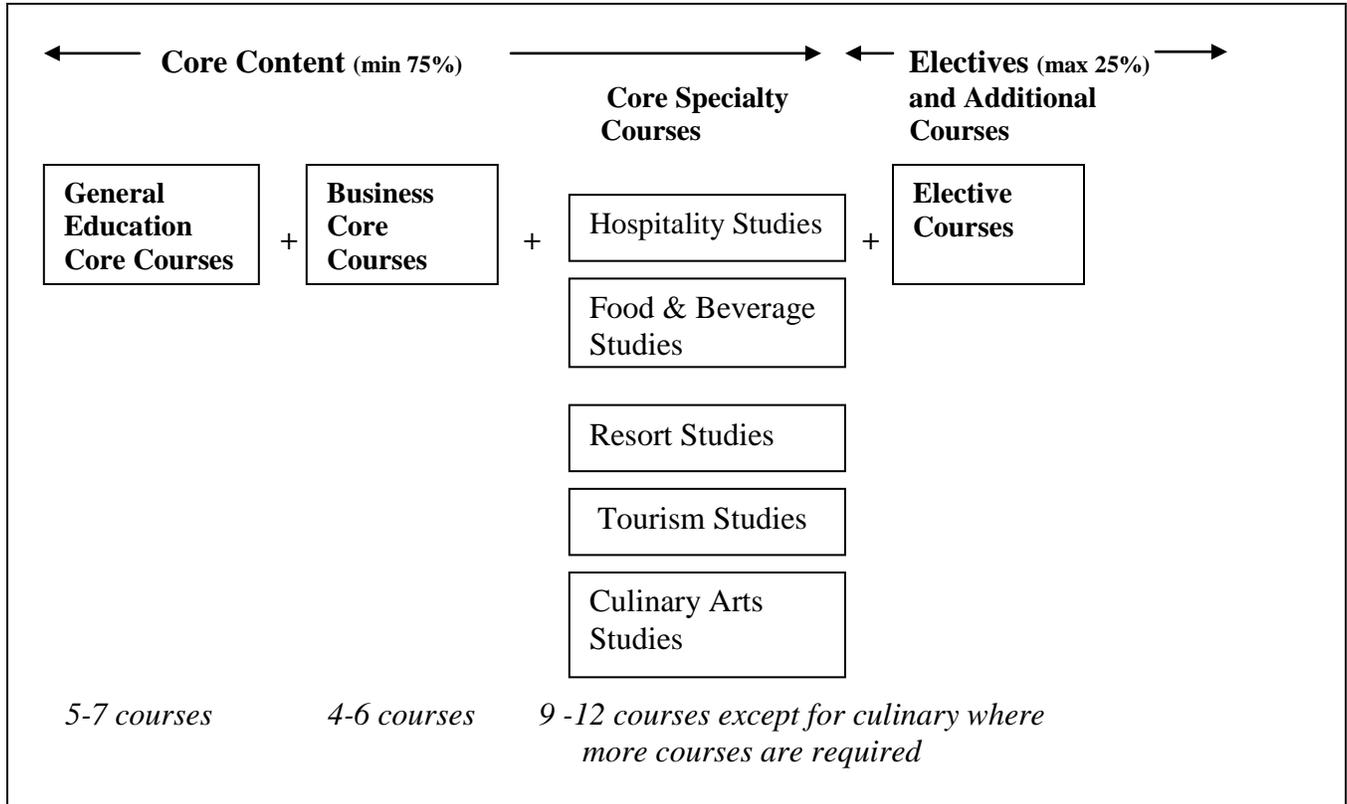
Duration of Programme

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 five (5) 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	
<i>CORE BUSINESS</i>				
	Introduction to the Business of Tourism/Hospitality	45		3
	Introduction to Management Marketing 1	45		3
		45		3
<i>HOSPITALITY STUDIES</i>				
	Sanitation, Safety & Hygiene	45		3
	Accommodations 1	45	30	4
<i>GENERAL EDUCATION</i>				
	English & Communication	45		3

**YEAR 1
SEMESTER 2**

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

HOSPITALITY STUDIES CORE (SAMPLE FORMAT)
YEAR 2
SEMESTER 1

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

YEAR 2
SEMESTER 2

	<i>CORE BUSINES</i>			
	Hospitality Law	45		3
	<i>HOSPITALITY STUDIES</i>			
	Accommodations 2	45	30	4
	Events and Conference Management (Elective)	45		3
		45		3
	<i>GENERAL EDUCATION</i>			
	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 SERVICE

The learner will be introduced to the technical skills and psychology of service. Theory, concepts and performance will be emphasized. The various types of services, equipment, furniture and service items used will be examined.

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 PREPARATION 1

An introductory course to familiarize the students with the theory and practice of kitchen operations. The student will gain knowledge of kitchen terminology, equipment use and the basic techniques of food preparation.

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, BEVERAGE AND LABOUR 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. The course will provide students with the opportunity to obtain international certification in this area.

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 display 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 Foodborne 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 identify 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 identify 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 identify the kinds of organisms found on the human body, that may cause food contamination
- 2.2 illustrate the link between personal hygiene and food safety
- 2.3 demonstrate the principles of personal hygiene appropriate to safe food handling
- 2.4 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

- 2.5 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 identify 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” labelling, specifically the following: “expiry”, “use by”, “best by”, “manufactured on”, in keeping with national standards
- 3.6 identify 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 identify 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 describe the diseases that the vectors spread.
- 7.2 explain 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 outline the requirements for the registration and licensing of food premises and vehicles.
- 8.4 identify the legal requirements for the satisfactory layout of food establishment.
- 8.5 identify 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 describe 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 outline 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 describe 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 identify the different types of refuse
- 11.3 explain 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
- 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 explain 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)**Objective**

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.

Food Safety: A Guide to What You Really Need to Know, J M Hemminger; published in 2000 by Wiley-Blackwell

Principles of Food Sanitation (Food Science Text Series), 5th Edition 2006, N Marriott & R B Gravanni, published by Springer

HACCP and Sanitation in Restaurants and Food Service Operations, 2005L Arduser & D R Brown; Atlantic Pub. Group Inc.

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 SERVICE

Prerequisite: None **Credits:** 4

Overview

The learner will be introduced to the technical skills and psychology of service. Theory, concepts and performance will be emphasized. The various types of services, equipment, furniture and service items used will be examined.

General Objectives

This course is designed to:

- 1 expose students to restaurant and bar service
- 2 enhance the students by developing their technical, practical and professional skills to allow them to function with minimum supervision
- 3 upgrade the sales and marketing skills so that the student may competently and confidently give suggestions to customers which will increase the profit base of the operation
- 4 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 and describe the various food and beverage service positions
- 2 describe and demonstrate selling skills required in a food and beverage operation.
- 3 perform various service styles.
- 4 identify types and functions of tableware.
- 5 demonstrate the various service techniques and management techniques.
- 6 calculate customer bills
- 7 demonstrate customer-handling skills.
- 8 prepare and present the check and file restaurant summary sheets.
- 9 outline duties and responsibilities of food and beverage service personnel.

Unit 1 – Basic 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 describe the duties to be carried out by the restaurant staff
- 1.6 compile a job roster
- 1.7 explain 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 explain 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 identify 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 identify and describe the major points that should be considered when compiling a menu.

Content

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

5.0 Menu Composition**Objectives**

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

- 5.1 classify and describe a variety of dishes and name their accompaniment
- 5.2 identify the necessary equipment for lay-up and service of particular course.
- 5.3 discuss reasons for the sequence of courses, and give examples of smaller menu compositions.
- 5.4 explain the factors affecting the customer’s choice of a meal
- 5.5 identify the courses that form the menu for breakfast, luncheon, dinner and indicate their usual order.

Content

- Appetizers
- Soups
- Fish dishes
- Poultry and game
- Vegetables
- Salads
- Sweets
- Cheese
- Fresh fruit.
- After dinner candies.

6.0 Preparation and Service of Non-Alcoholic Beverage**Objective**

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

- 6.1 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.

7.0 Stillroom Preparations

Objectives

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

- 7.1 describe the correct procedures for preparing pots, pats, and curls of butter
- 7.2 identify a variety of toasts and indicate which dishes they accompany
- 7.3 describe the methods of preparing limes, lemons and oranges for service with tea, etc.
- 7.4 suggest methods of preparing the salt cruet to ensure that the salt flows freely.
- 7.5 define the term “proprietary sauce”.
- 7.6 identify a variety of brands of proprietary sauces
- 7.7 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.

8.0 Preparation of the Dining Room for Food Service

Objectives

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

- 8.1 discuss the procedures for preparing the dining room for service.
- 8.2 illustrate suitable table arrangements for the dining room taking into consideration, the room size, type and style of service and space allocation per person.
- 8.3 select the appropriate table linens
- 8.4 describe the appropriate table linens
- 8.5 explain reasons for the careful handling of linens

- 8.6 discuss methods of bundling linen for the laundry.
- 8.7 identify a variety of napkin folds and suggest when they can be best used
- 8.8 describe the reasons for careful handling of napkins
- 8.9 describe a variety of glasses
- 8.10 discuss the use of table decorations/buffet decorations
- 8.11 identify the appropriate crockery, cutlery and flatware for the service of specific meals and describe their functions.
- 8.12 identify the items required for complete table settings for the service of breakfast, luncheon and dinner

Content

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

9.0 The Service Procedures

Objectives

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

- 9.1 describe the service procedure
- 9.2 interpret the daily menus
- 9.3 describe a variety of methods of serving rolls
- 9.4 describe methods of preparing water for service.
- 9.5 outline how to take a customer’s order correctly and discuss reasons why orders should be written clearly.
- 9.6 describe clearing techniques of crockery, cutlery and flatware.
- 9.7 discuss a variety of techniques of serving desserts.
- 9.8 discuss methods of serving tea and coffee.
- 9.9 discuss methods of presenting the bill.

Content

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

10.0 Methods of Payment of Bills**Objectives**

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

- 10.1 identify the methods in which customers may pay for their meals
- 10.2 calculate the authorized additional percentages
- 10.3 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

11.0 Social Skills**Objectives**

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

- 11.1 discuss the social skills that are necessary for the smooth running of the restaurant.
- 11.2 discuss methods of dealing with customer complaints, and unusual situations.

Content

- Human relations
- Handling customer complaints

Unit 2 – Advanced Food Service**Topics****12.0 Gueridon Service****Objective**

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

- 12.1 clear, prepare and light lamp and generally handle the gueridon inside a crowded dining room

Content

- Techniques of preparation used in Gueridon service

13.0 Special Service**Objective**

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

- 13.1 prepare dishes for special occasions

Content

- Preparation methods of dishes used for special occasions

14.0 Flambé**Objectives**

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

- 14.1 set up trolley
- 14.2 prepare and serve a variety of flambe dishes using recipes

Content

- The trolley
- Preparation methods of flambé dishes

15.0 Service**Objectives**

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

- 15.1 Prepare the gueridon 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
- 15.2 make and serve correctly salad dressings from the side table and toss and serve salads
- 15.3 carve cold meat from gueridon or buffet in the correct hygienic method and in a manner acceptable to customers.

Content

- Preparation of various fruits
- Service and preparation of salads
- Carving
- Sanitation

16.0 Function and Outdoor Catering**Objectives**

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

- 16.1 set up a variety of buffet table and serve from the buffet
- 16.2 plan, organize and serve at a variety of functions

Content

- Techniques used in setting buffet tables
- Service at buffet tables

17.0 Specialty Liqueurs**Objective**

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

- 17.1 serve liqueurs including some that are flamed

Content

- Service methods used for liqueurs

18.0 Cocktail Parties**Objective**

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

- 18.1 serve a variety of savouries, canapés and hors d'oeuvres at a cocktail party.

Content

- Service methods utilized at cocktail parties

Instruction Format

Lecture
Discussion
Demonstration
Multi-media presentations

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

Food and Beverage Service, 9th Edition 2014, D Lillicrap R Dennis and Cousins a John; published by Hodder and Stoughton.

The Waiter and Waitress Training Manual, 4th Edition, Sandra J Dahmer, Kurt W Kahl.

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

The Theory of Hospitality and Catering, 2011, D
Foskett & P Paskins, published by Hodder Education

Practical Cookery: 50 Years of Practical Cookery 12th
Edition 2012, J Campbell (et al), published Hodder
Education

Food and Beverage Service, 9th Edition 2014, J
Cousins, D Lillicrap & S Weekes, published by
Hodder Education

Resources

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

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

CTISP Restaurant Server

CTISP Banquet Server

Videos

Tea: A Revolution Brewing - BBC World News TV
Documentary – 2014 -

<https://www.youtube.com/watch?v=aHXkmzikuI4&index=2&list=FL09rnhbNIEKeHNMISuHDr0w>

Preparing the Table for Formal service -

<https://www.youtube.com/watch?v=5d6BzjhTrZ4&index=5&list=FL09rnhbNIEKeHNMISuHDr0w>

Making Cherries Jubilee at The Edgewater, Madison,
WI -

<https://www.youtube.com/watch?v=ckBF7JhKkxw&index=11&list=FL09rnhbNIEKeHNMISuHDr0w>

Bern's Steak House, Caesar salad -

<https://www.youtube.com/watch?v=ku82HPp4Jmo&index=10&list=FL09rnhbNIEKeHNMISuHDr0w>

Filleting – Dover Sole -

<https://www.youtube.com/watch?v=62kEY5zv6yc&list=FL09rnhbNIEKeHNMISuHDr0w&index=7>

Crazy chef at Benihana in London, UK -

<https://www.youtube.com/watch?v=uOFtC5vTiAs&index=4&list=FL09rnhbNIEKeHNMISuHDr0w>

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.

3 ACCOMMODATIONS 1

Prerequisite: Introduction to the Business of 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. A variety of vacation facility alternatives will also be examined.

General Objectives

This course is designed 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.
- 14 differentiate between each category of vacation facility alternative

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
- 1.4 discuss the various following vacation facility concepts: resorts, apartments, condominium, time sharing, club concept, theme vacations, camp site and caravanning, villas, community/home accommodation
- 1.5 discuss local and international promotional techniques of each vacation facility alternative
- 1.6 list the advantages and disadvantage of each concept to the consumer

Content

- Types of hotels
- Types of services
- Methods of classification
- Vacation facility alternatives

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.

Hotel Front Office Management, 5th Edition 2010, J A Bardi; published by Wiley

Hotel Housekeeping Operations and Management, 2nd Edition 2011, G Raghubalan; published by Oxford

Front Office Management in Hospitality Lodging Operations, 2014, M A Casado; published by Create Space Independent Pub. Platform

Front Office Operations and Management, 2001, A Ismail; published by Cengage Learning

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

Prerequisites: 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 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 rationale 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.

Financial Accounting: An Introduction to Concepts, Methods and Uses, 2012, Roman L Weil, Katherine Schipper & Jennifer Francis; published by Cengage Learning

Financial and Managerial Accounting, 9th Edition 2004, Carl S Warren, James M Reeve & Philip E Fess; published by South-Western College

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 describe 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 explain 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 describe 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 analyse 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 define the term E-marketing
- 5.4 discuss the benefits of E-marketing
- 5.5 develop a sales promotion programme including web promotion

Content

- Basic segments of outside selling
- Screening prospects
- definition of E-marketing
- benefits of E-marketing

- 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 identify the relationship between advertising and selling
- 7.2 describe the effect of public relations and publicity on the image of the firm
- 7.3 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:

- Oral and Written Presentations - 40%
- In course test(s) – 20%
- Final class project - 40% presentation of Marketing Plan

Recommended Texts

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

Marketing for Hospitality and Tourism, 6th Edition 2013, P R Kotler, J T Bowen & J Makens; published by Prentice Hall

Hospitality Marketing, 2nd Edition 2011, D Bowie & F Buttle; published by Routledge

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.

Videos

<https://www.youtube.com/watch?v=bilOOPuAvTY>
https://www.youtube.com/watch?v=P8CDI4_UB6g
<https://www.youtube.com/watch?v=ys7zx1Vc9po>
<https://www.youtube.com/watch?v=mjrguLMxIf0>
<https://www.youtube.com/watch?v=hZLMv5aexto>

Videos that can be used as Case Studies

<https://www.youtube.com/watch?v=kshIWic15yg>
<https://www.youtube.com/watch?v=oqhAnJ4TiEo>

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 PREPARATION 1

Prerequisite: None **Credits:** 4

Overview

An introductory course to familiarize the students with the theory and practice of kitchen operations. The student will gain knowledge of kitchen terminology, equipment use and the basic techniques of food preparation.

General Objectives

This course is designed to:

- 1 enable students to build confidence and fundamental practical skills in food preparation to acceptable market standards
- 2 develop an awareness of safe working environment and monitoring of safe practices
- 3 finish and critically assess products taking into account, design, colour, flavour and portion control.
- 4 become familiar with up-to-date food legislation affecting production and storage of products.

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 prepare a variety of food products and dishes according to world market standards
- 2 describe the principals of heat transfer in the cooking process

Topics

1.0 Orientation of Kitchen and Related Facilities

Objectives

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

- 1.1 identify key personnel of areas
- 1.2 identify the different areas of the kitchen and name their functions

- 1.3 identify and locate storeroom
- 1.4 define the different types of storage facilities
- 1.5 identify dish washing and pot washing area

Content

- The Kitchen Brigade
- Kitchen and Store Room orientation

2.0 Equipment

Objectives

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

- 2.1 identify large and small equipment
- 2.2 select and operate large and small equipment
- 2.3 identify and describe the function of hand tools and utensils
- 2.4 identify measuring devices
- 2.5 practice weighing and measuring techniques
- 2.6 operate dish washing machine
- 2.7 discuss methods of equipment care, cleaning and maintenance
- 2.8 implement equipment care, cleaning and maintenance

Content

- Kitchen equipment and utensils
- The care and maintenance of equipment

3.0 Kitchen Terminology

Objectives

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

- 3.1 define local and French terms
- 3.2 define culinary terms

Content

- Local and French culinary terms

4.0 Maintenance and Handling of Knives**Objectives**

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

- 4.1 identify types of knives with:
 - straight blades
 - serrated edges
- 4.2 identify other cutting tools and related implements
- 4.3 keep knives clean complying with food safety relations
- 4.4 keep knives sharp, using safe sharpening methods
- 4.5 store knives correctly after use
- 4.6 carry out work in an organized, efficient and safe manner
- 4.7 select knives appropriate to the tasks and type of food
- 4.8 use cutting surfaces which are clean and ready to use
- 4.9 handle knives safely
- 4.10 select and purchase knives

Content

- Knife identification
- Knife use and care

5.0 Methods of Cooking**Objectives**

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

- 5.1 describe conduction, convection and radiation
- 5.2 demonstrate the preparation and cooking of selection of dishes illustrating a variety of cooking methods.
- 5.3 define and describe the methods of cookery

Content

- Definition of conduction, convection and radiation
- Moist and dry methods of cookery

6.0 Herbs and Spices**Objectives**

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

- 6.1 recognize commonly used herbs and spices used in food processing
- 6.2 identify common herbs

Content

- Origins and cultivation of herbs and spices

7.0 Flavourings**Objectives**

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

- 7.1 describe and list ingredients for Bouquet Garni, Mirepoix, Duxelle and Studded onion
- 7.2 demonstrate the use of the basic flavourings

Content

- Preparation of basic flavourings

8.0 Stocks and Soups**Objectives**

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

- 8.1 define white, brown fish stock
- 8.2 prepare, cook and reduce white, brown and fish stock.
- 8.3 define sauces and gravies
- 8.4 identify basic ingredients of the following sauces and define the methods of preparation:
 - brown
 - white
 - blond
 - independent
- 8.5 prepare and serve a variety of sauces and gravies according to established standards
- 8.6 name a variety of derivatives from each basic hot sauce.
- 8.7 discuss the use of convenience sauces
- 8.8 identify the derivatives of Mayonnaise Sauce and Hollandaise Sauce

- 8.9 describe common proprietary sauces and condiments
- 8.10 describe preparation methods and list ingredients of pan gravy and roast gravy
- 8.11 discuss the use of gravy browning and convenience gravies
- 8.12 prepare and serve a variety of cold sauces
- 8.13 identify dehydrated bases
- 8.14 make stock from concentrates
- 8.15 classify, name and prepare a various of soups

Content

- Classification of stocks
- Classification of sauces and gravies
- Classification of soups
- The use of convenience stocks, sauces, soups and gravies

9.0 Breakfast Cookery

Objectives

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

- 9.1 identify and classify dairy products used in the preparation of breakfast
- 9.2 identify the different methods of cooking dairy products
- 9.3 prepare and serve a selection of egg dishes eg boiled, poached, fried, omelets, scrambled, eggs benedict
- 9.4 prepare and serve a selection of cold and hot cereals
- 9.5 prepare and serve a selection of cold and hot compots
- 9.6 prepare and serve a selection of yoghurts
- 9.7 prepare and serve a selection of local fresh juices
- 9.8 prepare and serve a variety of porridges
- 9.9 identify and classify a variety of cheeses suitable for breakfast service
- 9.10 prepare and serve a range of local and international breakfast dishes including smoked fish, bacon, sausages, ham, pork
- 9.11 prepare and serve a selection of breads, pancakes, breakfast pastries, scones and muffins

Content

- Classification of dairy products
- Methods used in the cooking of dairy products

- Egg cookery
- Classification of cereals and methods of making porridge
- Preparation of fruit and compots and yoghurt
- Methods of preparing fish and meats for breakfast
- The presentation of dishes for breakfast

10.0 Sandwiches

Objectives

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

- 10.1 identify basic ingredients for bread making
- 10.2 prepare, cook and serve bread and rolls
- 10.3 define the stages of methods of bread making
- 10.4 prepare and serve a variety of sandwiches in accordance with recipe and customer requirements
- 10.5 name the appropriate bread for different kinds of sandwiches.
- 10.6 suggest the appropriate fillings for different kinds of sandwiches
- 10.7 suggest suitable garnishes and presentation methods

Content

- Sandwiches
- Basic principles of bread making
- The history of the sandwich
- Classification of sandwiches
- Garnishes and presentation methods of sandwiches

11.0 Preparation and Service of Simple Appetizers

Objective

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

- 11.1 prepare and serve a variety of simple appetizers in accordance with recipe and customer requirements:
 - simple appetizers
 - juices
 - fruits
 - cold (assorted vegetables)
 - hot (quiche, etc)

Content

- Classification of simple appetizers
- Preparation techniques

12.0 Vegetables**Objectives**

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

- 12.1 prepare, cook and serve fresh, frozen, preserved and pulse vegetables
- 12.2 prepare, cook and serve root, stem, flower, fruit, leaf, pulse, dried and fungi type vegetables
- 12.3 identify the types of vegetables
- 12.4 explain how to handle and store raw and cooked vegetables
- 12.5 explain the method of preparing, cooking and serving all types of vegetables
 - Fresh
 - Frozen
 - Convenience

Content

- Classification of vegetables
- The use of convenience vegetables
- Storage of vegetables

13.0 Fish and Seafood Cookery**Objectives**

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

- 13.1 classify and describe cuts/whole fish and shell fish suitable for cooking in the following methods: poaching, grilling, baking and frying
- 13.2 prepare a variety of fish dishes using the methods of poaching, grilling, shallow frying and baking.

Content

- Classification of fish and shellfish
- Cuts of fish
- Methods of cooking fish and shellfish

14.0 Meat and Poultry Cookery**Objectives**

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

- 14.1 define the term meat
- 14.2 identify cuts of meat and offal on blank illustrations of the carcasses of lamb, veal/beef, pork/ham
- 14.3 classify and describe suitable cuts of meat that can be prepared using the following methods stewing, boiling, braising, sautéing
- 14.4 prepare, serve and garnish a variety of meat dishes using the above methods of cookery
- 14.5 define the term poultry
- 14.6 describe, prepare, cook and garnish a variety of poultry dishes popular using the methods of poaching, deep frying, sautéing, roasting

Content

- Definition of meat
- Cooking methods of meat
- Cuts of meat
 - Veal
 - Beef
 - Lamb
 - Pork
- Definition of offal
- Cooking methods for offal
- Classification of poultry
- Cooking methods of poultry
- Cuts of poultry

15.0 Preparation of Desserts**Objectives**

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

- 15.1 classify and identify the types of desserts
- 15.2 prepare puddings, gelatin desserts, specialty desserts (soufflés, baked alaska, babas)
- 15.3 use convenient desserts

Content

- Classification and preparation of desserts
- Convenience desserts

16.0 Baking Bread and Rolls**Objectives**

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

- 16.1 identify the function and use of ingredients
- 16.2 classify baking products
- 16.3 prepare, proof and bake bread and rolls

Content

- Classification of basic breads and doughs
- Preparation techniques for baking breads and rolls

17.0 Basic Pastry, Cakes and Cookies**Objectives**

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

- 17.1 prepare and bake pastry (short or flaky, sweet, choux, puff)
- 17.2 prepare and bake cakes (butter type, sponge and angel types)
- 17.3 prepare and apply frostings and icings
- 17.4 prepare and bake basic cookies

Content

- Classification and preparation of basic pastries
- Preparation of basic sponges
- Preparation of basic frostings and icings
- Basic cookie making techniques

Instruction Format

Lecture
Demonstration
Practical Food Preparation

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

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

Theory of Catering, 9th Edition, Kinton & Cesarani, 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.

The Theory of Hospitality and Catering, 12th Edition 2011, David Foskett & Patricia Paskins; published by Hodder Education

Practical Cookery: 50 Years of Practical Cookery, 12th Edition 2012, John Campbell (et al); published by Hodder Education

Resources

New Professional Chef, 7th Edition, Editor L G Conway; published by Culinary Institute of America (Van Nostrand Reinhold).

Equipment

12 inch Chef's knife
1 Paring knife
1 Boning knife
1 Vegetable Peeler
1 16 inch Piping Bar
1 No. 8 Star Tube
1 12 inch Spatula
1 Pizza Wheel

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 its 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 15% and in-class oral presentation -15% or a case study worth 30%
 - Mid-term examination – 30%
- The final examination accounts for 40% 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

Hotel Front Office Management, 5th Edition 2010, J A Bardi; published by Wiley

Hotel Housekeeping Operations and Management, 2nd Edition 2011, G Raghubalan; published by Oxford

Front Office Management in Hospitality Lodging Operations, 2014, M A Casado; published by Create Space Independent Pub. Platform

Front Office Operations and Management, 2001, A Ismail; published by Cengage Learning

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
- 4 enable the student to utilize supervisory skills previously acquired to develop human resource management, negotiation and project skills
- 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 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 identify 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 describe 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 identify 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.

Events Management, 3rd Edition 2012, G Bowdin (et al) ; published by Routledge

Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, 2nd Edition 2008, J Allen; published by Wiley

Special Events: A New Generation and the Next Frontier, 6th Edition 2010, J Goldblatt; published by Wiley

Professional Event Coordination, 2nd Edition 2012, J R Silvers, published by Wiley

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 Demonstrate how to 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 Drinks**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 identify 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 Penguin.

Mr Boston Official Bartender's Guide, 75th Anniversary Edition 2001, Mr Boston (et al); published by Wiley

The Bar and Beverage Book, 5th Edition 2012, Costas Katsigris & Chris Thomas; published by Wiley

Food and Beverage Service, 9th Edition 2014, J Cousins, Lillicrap & S Weekes; published by Hodder Education

International Culinary Schools at the Art Institutes, La Villa, J & 1 other

The Wine, Beer and Spirits Handbook: A Guide to Styles and Service, 1st Edition 2009; published by Wiley

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, BEVERAGE AND LABOUR 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 identify 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 identify and briefly discuss the various functions that management performs
- 2.2 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 identify four common methods by which suppliers may profit from an operation's poor receiving practices.
- 3.4 explain four standard practices that the Food Operation may use to ensure an effective Receiving System.
- 3.5 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 explain at least four practices adopted by Food operations to prevent against food spoilage
- 4.3 identify 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 how 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 identify 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 measuring devices and the value of a spillage allowance.
- 8.4

- 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

11.0 Basic Labour Cost Controls

Objectives

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

- 11.1 describe the personnel administration process
- 11.2 establish staffing guides, scheduling and correct variances between standard and actual labour hours

Content

- Personnel Administration Process
- Labour Cost Control Systems

12.0 Sales Income Controls

Objectives

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

- 12.1 discuss opportunities for theft
- 12.2 prepare a sales income control system
- 12.3 outline the principles to prevent theft of sales income by bartenders, food and beverage servers, cashiers and customers

Content

- Fraudulent activities
- Sales income control systems
- Prevention of sales income theft

13.0 Control of Labour Dollars Cash Controls**Objectives**

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

- 13.1 set up procedures to control cash after collection, petty cash, and labour dollars

Content

- Control procedures for cash, petty cash and labour dollars

Instruction Format

- 1 Lectures will form the basis for the presentation of the information.
- 2 Flip charts and multimedia will be used to enhance the study and learning processes where the data to be presented proves too 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 and Evaluation

- Classroom exercises – 30%
- One mid-term test – 30%
- Final exam - 40%

Recommended Text

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

Principles of Food, Beverage & Labour Cost Controls, 9th Edition 2008, Paul Dittmer and J D Keefe. Published by Wiley

Practical Food & Beverage Cost Control, 2nd Edition, Clement Ojugo, Delmar Cengage Learning

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.