



Caribbean Tourism Learning System (CTLS)



Certificate in Hospitality Studies



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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PART TWO

CERTIFICATE IN HOSPITALITY STUDIES CORE COURSES

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HOSPITALITY STUDIES CORE

Specialty Courses/Topic Areas

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

1. Sanitation, Safety and Hygiene (Core)
2. Food Preparation 1
3. Food & Beverage Service
4. Food, Beverage & Labour Cost Controls
5. Marketing 1
6. Accommodations 1
7. Hospitality Accounting 1
8. Hospitality Law

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.

This certificate programme is designed to provide persons with the opportunity to receive formal education and training in their field of study.

The Certificate programme offers fewer credits than the Associate Degree programmes and less time to complete. Certificate programmes can also be offered on a part-time basis.

The entry requirements for Certificate programmes are less stringent than those required for the Associate Degree programme and prior learning experience is often taken into account.

The Certificate in Hospitality Studies programme differs from the Hospitality Studies Associate Degree programme as it offers fewer courses, more introductory level courses and the level of academic and analytical skills varies from that required for the Associate Degree. Persons who are already working can have their skills validated.

Credit Hours

The learning outcomes for the Certificate in Hospitality Studies specialty 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 minimum of 4-6 credits per course.

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

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 content so employers will have realistic expectations of graduates with a Certificate in Hospitality Studies.
- ensure transferability and articulation with other colleges and universities within the region and where relevant, meet regional occupational standards.

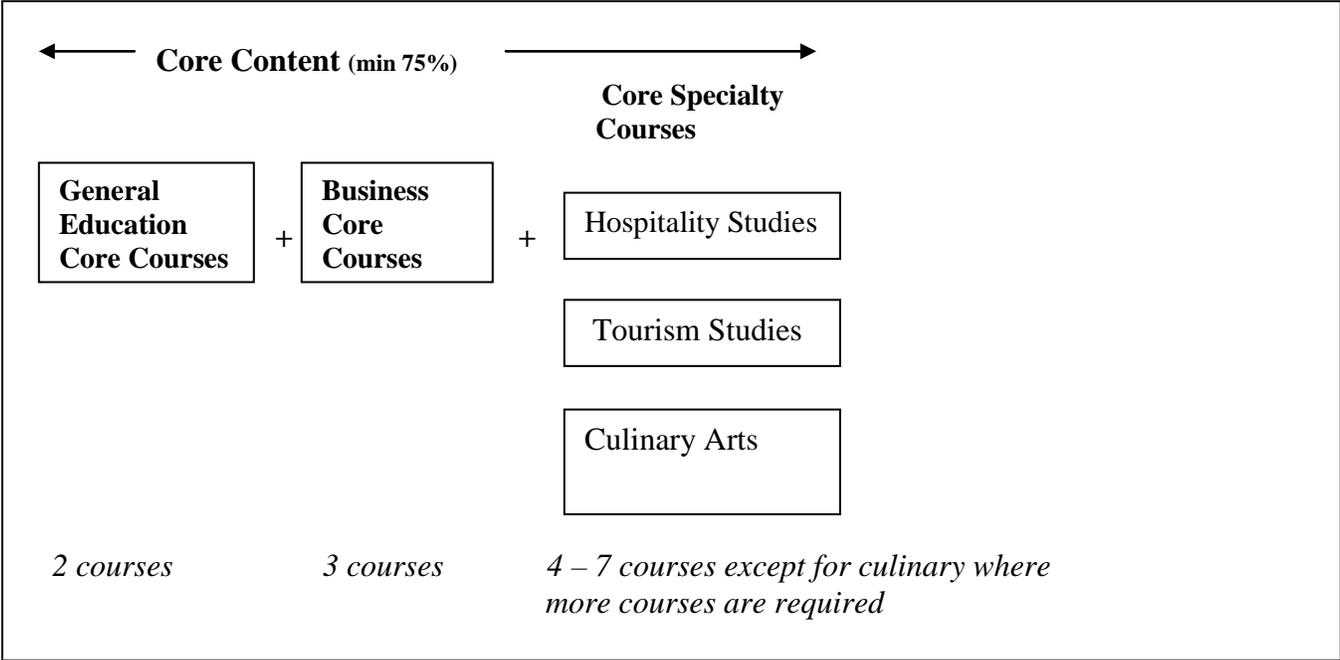
Duration of Programme

The programme takes one year of full-time study or two years of part-time study. Individual courses can also be offered as continuing education courses.

Entry Requirements

- Two (2) to four (4) years work experience
- Mature student status

CURRICULUM COURSE STRUCTURE



HOSPITALITY STUDIES FORMAT

<u>COURSE CODE</u>	<u>COURSE</u>	<u>HOURS</u>		<u>CREDITS</u>
		<u>T</u>	<u>P</u>	
<u>SEMESTER 1</u>				
<i>BUSINESS</i>				
	Introduction to the Business of Tourism/ Hospitality	45		3
<i>HOSPITALITY STUDIES</i>				
	Sanitation, Safety & Hygiene	45		3
	Food Preparation 1	30	60	4
	Food & Beverage Service	30	60	4
<i>GENERAL EDUCATION</i>				
	English and Communication	45		3
	Applied Information Technology	30		3
<u>SEMESTER 2</u>				
<i>BUSINESS</i>				
	Quality Customer Care	45		3
	Hospitality Law	45		3
	Introduction to Entrepreneurship	45		3
<i>HOSPITALITY STUDIES</i>				
	Marketing 1	45		3
	Accommodations 1	45	30	4
	Hospitality Accounting 1	45		3
	Food, Beverage & Labour Cost Controls	45		3

SYNOPSIS OF COURSES

INTRODUCTION TO THE BUSINESS OF TOURISM/HOSPITALITY

This introductory course will review the historical development of the tourism/hospitality industry. The growth, development and trends in the industry will be emphasized and linkages with the economy will be examined. Through interaction with practitioners within the Hospitality Industry, the learner will focus on the critical importance of people to the industry.

SANITATION, HYGIENE AND SAFETY

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.

ENGLISH AND COMMUNICATION

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.

FOOD & 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.

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.

QUALITY CUSTOMER CARE

This introductory course is designed to sensitize students to the crucial role that quality customer service plays in the success of organizations. The importance of delivering quality customer service consistently will be emphasized. Strategies and techniques designed to maintain and exceed customer expectations and thereby enhance customer value and build customer loyalty will be examined. The role of the service provider and the importance of attitude and professionalism will also be explored.

HOSPITALITY ACCOUNTING I

This course introduces students to the concepts, terminologies and principles of accounting. It gives students a knowledge of the analysis of financial statements. Participants will be required to work through the full accounting cycle.

APPLIED INFORMATION TECHNOLOGY

This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

MARKETING 1

This introductory course exposes the student to the basic principles and practices of marketing. Marketing strategies will be examined along with marketing concepts and their application to the industry.

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 LAW

This course is an introduction course that will focus on hotel and restaurant issues. Court systems, jurisdiction, contracts, negligence and guest relationship as it relates to liability arising from the various segments of the industry.

INTRODUCTION TO ENTREPRENEURSHIP

The Introduction to Entrepreneurship course will introduce future entrepreneurs to the concepts and principles of entrepreneurship. This course will provide students with an overview of the roles of entrepreneurs in the local business environment and the impact of entrepreneurship on the national economy. It will also explore different disciplines ranging from sociology, psychology, economics, finance, marketing and human resource management and the impact of these disciplines on the entrepreneur and his/her business idea. It is a course that mixes theory with practice and learners will be challenged to apply the principles, concepts and framework to real world situations.

Course Title: INTRODUCTION TO THE BUSINESS OF TOURISM/ HOSPITALITY

Prerequisite: None

Credits: 3

Course Description

This introductory course will review the historical development of the tourism/hospitality industry. The growth, development and trends in the industry will be emphasized and linkages with the economy will be examined. Through interaction with practitioners within the Hospitality Industry, the learner will focus on the critical importance of people to the industry.

General Objectives

This course is designed to:

- 1 provide a global perspective of the tourism and hospitality industry, its impacts, trends, functions associations involved and potential careers
- 2 acquaint students with local, regional and international tourism organizations and their mission
- 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 identify and discuss the impact of tourism on a destination.
- 2 identify key associations and organizations and how they impact both domestic and international tourism.
- 3 describe the sources that shaped the development of the hospitality industry.
- 4 analyze and explain the various trends and how they impact the tourism/hospitality industry.
- 5 identify and discuss the varied careers associated with the tourism/hospitality industry.
- 6 demonstrate an understanding of how the Tourism/Hospitality industry functions.

Unit 1

Topics

1.0 Tourism Definitions and Motivations

Objectives

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

- 1.1 identify the differences between the tourism and the hospitality Industries
- 1.2 state and describe various tourism definitions such as international and domestic tourism; and categories of tourist (VFR's, excursionists etc.)
- 1.3 identify and list tourist motivations for travel
- 1.4 describe the "Pull and Push Factor Theory"

Content

- Definition of "tourism industry" and "hospitality industry".
- Other tourism definitions
- Tourism motivations for travel
- Push and Pull Factor Theory

2.0 Development and Growth of Tourism

Objectives

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

- 2.1 explain the historic development of tourism
- 2.2 describe the physical, social and economic reasons for travel

Content

- Tourism history
- Reasons for travel

3.0 The Role of Tourism Organizations

Objectives

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

- 3.1 identify the role and structure of local, regional and international organizations

- 3.2** list the names of various tourism organizations: CTO, WTTC, WTO, IATA, ASTA, CHA, etc

Content

- Local, regional and international organizations
- Tourism organizations

4.0 The Tourism Economy

Objectives

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

- 4.1** list the economic sectors of the country
- 4.2** define what is an economic linkage
- 4.3** Identify linkages between the tourism sector and other sectors of the economy.
- 4.4** describe various tourism statistical terms such as: GNP, GDP, Incomes, foreign exchange, direct and indirect employment leakages

Content

- Economic sectors
- Economic linkage
- Tourism linkages
- Tourism statistical terms

5.0 The Impacts of Tourism

Objectives

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

- 5.1** discuss the social/cultural environmental, physical and technological Impacts
- 5.2** discuss environmental Projects
- 5.3** describe how negative impacts can be controlled through the use of Sustainable
- 5.4** Tourism, carrying capacity and inclusion of residents in tourism

Content

- Social/cultural impacts
- Environmental impacts
- Physical and technological impacts
- Environmental projects

6.0 The Components of Tourism

Objective

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

- 6.1** discuss the components of tourism in relation to categories, location, organization and management of:
 - Accommodation
 - Food and Beverage
 - Transportation
 - Adventure Tourism and Recreation
 - Attractions
 - Travel Trade
 - Events and Conferences
 - Tourism Services

Content

- Hospitality components categories
 - categories
 - location
 - organization and management structures

7.0 The Nature of Hospitality and Service

Objectives

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

- 7.1** describe the characteristics necessary for providing good service
- 7.2** discuss service, servitude and subservience

Content

- Characteristics of good service
- Service vs. servitude

8.0 Careers

Objectives

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

- 8.1** list and describe various careers within the hospitality industry
- 8.2** discuss innovative career options
- 8.3** identify the characteristics of a tourism professional.

Content

- Tourism/hospitality career paths

Unit 2

Topics

9.0 Trends in Tourism and Hospitality

Objectives

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

- 9.1** discuss markets and future developments
- 9.2** discuss packaging of the product
- 9.3** discuss the application of information technology to the industry

Content

- Emerging trends in tourism and hospitality
- Packaging of the tourism and hospitality product
- IT application in the tourism/hospitality sector

Instructional Methods

The programme is to be delivered through a series of instructor led presentations, must include guest speakers from the industry. Formats, which should be utilized, are panel discussions and individual presentations. These methodologies should be followed by question and answer periods.

Assessment and Evaluation

- The coursework mark accounts for 40% of the final grade for the course. There are two coursework assignments (either class exercises or homework assignments) - one valued at 15% and the other at 25%.
- The final examination test items take the form of multiple choice and account for 60% of the final grade for the course.

Recommended Text

Tourism and Hospitality in the 21st Century; edited by a Lockwood and S Medlik; published by Butterworth-Heinemann 2003

Introduction to Hospitality Operations, 2nd Edition – Peter Jones

Introduction to Hospitality – John Walker

The Art and Science of Hospitality Management – by Jerome Vallen and James Abbey

Hospitality Today- Educational Institute of the American Hotel Motel Association

Modern Hotel and Motel Management – Gerald Lattin

An Introduction to Tourism – by Licorish and Jenkins

Introduction to Tourism and Travel: an International Approach – by Michael Coltman

Resources

Chanel View Publishers
University of Strathclyde

Attendance

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

Course Title: 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.

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” labeling, 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

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.

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.

Course Title: FOOD PREPARATION 1

Prerequisite:

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

1.1 Orientation of Kitchen and Related Facilities

Objectives

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

- 1.2 identify key personnel of areas
- 1.3 identify the different areas of the kitchen and name their functions
- 1.4 identify and locate storeroom

- 1.5 define the different types of storage facilities
- 1.6 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 sue
- 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, Mirepois, 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 compotes
- 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 compotes 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

11.0 Vegetables

Objectives

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

- 11.1 prepare, cook and serve fresh, frozen, preserved and pulse vegetables
- 11.2 prepare, cook and serve root, stem, flower, fruit, leaf, pulse, dried and fungi type vegetables
- 11.3 identify the types of vegetables
- 11.4 explain how to handle and store raw and cooked vegetables
- 11.5 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

12.0 Fish and Seafood Cookery

Objectives

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

- 12.1 classify and describe cuts/whole fish and shell fish suitable for cooking in the following methods: poaching, grilling, baking and frying
- 12.2 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

13.0 Meat and Poultry Cookery

Objectives

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

- 13.1 define the term meat
- 13.2 identify cuts of meat and offal on blank illustrations of the carcasses of lamb, veal/beef, pork/ham
- 13.3 classify and describe suitable cuts of meat that can be prepared using the following methods stewing, boiling, braising, sautéing
- 13.4 prepare, serve and garnish a variety of meat dishes using the above methods of cookery
- 13.5 define the term poultry
- 13.6 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

14.0 Preparation of Desserts

Objectives

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

- 14.1 classify and identify the types of desserts
- 14.2 prepare puddings, gelatin desserts, specialty desserts (soufflés, baked alaska, babas)
- 14.3 use convenient desserts

Content

- Classification and preparation of desserts
- Convenience desserts

15.0 Baking Bread and Rolls

Objectives

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

- 15.1 identify the function and use of ingredients

- 15.2** classify baking products
15.3 prepare, proof and bake bread and rolls

Content

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

16.0 Basic Pastry, Cakes and Cookies

Objectives

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

- 16.1** prepare and bake pastry (short or flaky, sweet, choux, puff)
16.2 prepare and bake cakes (butter type, sponge and angel types)
16.3 prepare and apply frostings and icings
16.4 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.

Course Title: FOOD & BEVERAGE SERVICE

Prerequisite:

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=FL09rnhbNIEKeHNMI SuHDr0w>

Preparing the Table for Formal service -
<https://www.youtube.com/watch?v=5d6BzjhTrZ4&index=5&list=FL09rnhbNIEKeHNMI SuHDr0w>

Making Cherries Jubilee at The Edgewater, Madison,
WI -
<https://www.youtube.com/watch?v=ckBF7JhKkxw&index=11&list=FL09rnhbNIEKeHNMI SuHDr0w>

Bern's Steak House, Caesar salad -
<https://www.youtube.com/watch?v=ku82HPp4Jmo&index=10&list=FL09rnhbNIEKeHNMI SuHDr0w>

Filleting – Dover Sole -
<https://www.youtube.com/watch?v=62kEY5zv6yc&list=FL09rnhbNIEKeHNMI SuHDr0w&index=7>

Crazy chef at Benihana in London, UK -
<https://www.youtube.com/watch?v=uOFtC5vTiAs&index=4&list=FL09rnhbNIEKeHNMI SuHDr0w>

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.

Course Title: FOOD, BEVERAGE & LABOUR COST CONTROLS

Prerequisite:

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 be able to:

- 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 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.

required text. Participation of students is an integral component of the learning process.

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

Course Title: QUALITY CUSTOMER CARE

Prerequisite: None

Credits: 3

9. discuss the importance of building winning relationships at work through teamwork
10. explain the importance of building customer loyalty
11. identify best practices in customer service in the region.

Course Description

This introductory course is designed to sensitize students to the crucial role that quality customer service plays in the success of organizations. The importance of delivering quality customer service consistently will be emphasized. Strategies and techniques designed to maintain and exceed customer expectations and thereby enhance customer value and build customer loyalty will be examined. The role of the service provider and the importance of attitude and professionalism will also be explored.

General Objectives

This course is designed to:

1. create an appreciation of the importance of quality customer care for the customer (internal and external), organization and staff
2. assist in improving quality customer service techniques
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 principles of quality customer service
2. identify the differences between customers' needs, wants and desires
3. explain how attitudes and habits affect service
4. demonstrate the art of dealing with difficult customers
5. identify what adds value to the customer's experience
6. discuss the importance of listening to the customer
7. explain the importance of projecting a professional image
8. recognize the importance of projecting professionalism on the telephone

Topics

1.0 Principles of Quality Customer Care

Objectives

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

- 1.1 distinguish between traditional customers service and quality customer service
- 1.2 discuss why quality is important
- 1.3 identify the six key elements to quality customer service
- 1.4 explain the meaning of the word "Perception"
- 1.5 identify the major components of good service

Content

- Traditional customers service vs quality customer service
- The importance of quality customer service
- Key elements to quality customer service
- Definition of "Perception"

2.0 Knowing the Customer

Objectives

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

- 2.1 identify what distinguishes a good service company from a mediocre service company
- 2.2 identify the four (4) types of customers
- 2.3 distinguish between internal and external customers
- 2.4 identify the eight (8) fundamental needs of customers
- 2.5 identify five (5) major factors customers use to "RRATE" service quality
- 2.6 identify the eight (8) components of the customer's "Bill of Rights"

Content

- Good service company vs. mediocre service company
- Types of customers
- Internal vs. external customers
- Fundamental needs of customers
- Major factors used to RATE service quality
- Customers' "Bill of Rights"

3.0 Attitudes and Habits and Their Effects on Service

Objectives

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

- 3.1 define the word "attitude"
- 3.2 define the word "habit"
- 3.3 distinguish between positive and negative attitudes
- 3.4 demonstrate the behaviour patterns associated with a positive disposition
- 3.5 demonstrate the behaviour patterns associated with negative disposition
- 3.6 discuss the advantages of a good attitude to:
 - the service provider
 - the customer
 - the organization
- 3.7 identify the messages that a service provider transmits to customers in face-to-face encounters and over-the-phone interactions
- 3.8 identify the six (6) major reasons why some customers do not go back to do business with an organization.

Content

- Definition of "attitude"
- Definition of "habit"
- Positive vs negative attitudes
- Behaviour patterns
- Advantages of a good attitude
- Body language
- Why businesses lose customers

4.0 Dealing with Difficult Customers

Objectives

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

- 4.1 identify the four (4) major reasons why customers get upset
- 4.2 identify the four (4) types of difficult customers
- 4.3 discuss the hierarchy of important outcomes from the service encounter
- 4.4 discuss the conceptual framework of service recovery and fallout
- 4.5 identify strategies to address customer dissatisfaction/service recovery and fallout
- 4.6 demonstrate how to successfully handle customer complaints by using the seven-step (7-step) Customer Complaints Resolution Model

Content

- Dissatisfied customers
- Difficult customers
- The service encounter
- Service recovery and fallout
- Strategies addressing customer dissatisfaction, service recovery and fallout
- Handling customer complaints

5.0 Customer Value

Objectives

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

- 5.1 define the term "customer value"
- 5.2 identify the factors that will enhance customer value
- 5.3 identify the strategies that a company can employ in order to deliver extraordinary customer responsiveness
- 5.4 identify the eight (8) ways service providers can deliver prompt service
- 5.5 identify the eight (8) "Hows" of delivering quality service
- 5.6 identify the ten (10) components of "The House of Service Quality"
- 5.7 identify the six (6) strategies service providers can use to re-programme themselves for effective customer relations.

5.9 identify the eight (8) principles of hospitality

Content

- Customer value
- Enhancing customer value
- Delivering extraordinary customer responsiveness
- Ways to deliver prompt customer service
- How to deliver quality service
- “The House of Service Quality”
- Effective customer relations
- Principles of hospitality

6.0 Mastering the Art of Listening

Objectives

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

- 6.1** distinguish between “listening” and “hearing”
- 6.2** explain why listening to customers is crucial to the delivery of quality customer service
- 6.3** identify the five (5) steps to active listening
- 6.4** identify the strategies for effective listening/active listening

Content

- Listening vs hearing
- The importance of listening to delivering quality customer service
- What is a good listener
- What makes an active listener
- Strategies for effective and active listening

7.0 Projecting a Professional Image

Objectives

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

- 7.1** define the word “professionalism”
- 7.2** define the word “professional”
- 7.3** explain the meaning behind the word P R O F E S S I O N A L
- 7.4** list the eight (8) guidelines to developing professionalism at the workplace
- 7.5** identify the eight (8) ways service providers can deliver prompt service

7.6 identify the six (6) strategies service providers can use to re-programme themselves for effective customer relations

Content

- Definition of “professionalism”
- Definition of “professional”
- The acronym PROFESSIONAL
- Professionalism at work
- Delivering prompt service

8.0 Projecting Professionalism on the Telephone

Objectives

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

- 8.1** explain the importance of projecting professionalism on the phone
- 8.2** explain the importance of positive, service oriented telephone dialogue
- 8.3** effectively use the recognized skills and ideas when interacting with the customers on the phone
- 8.4** explain the basic telephone standards for delivering quality customer service
- 8.5** identify the thirty (30) actions steps for telephone courtesy

Content

- Telephone etiquette
- Positive and service oriented telephone dialogue
- Dealing with customers on the phone
- The role of the telephone in delivering quality customer service
- Steps to telephone courtesy

9.0 Teamwork

Objectives

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

- 9.1** define the word “teamwork”
- 9.2** explain the role of teamwork in building relations
- 9.3** identify the advantages of teamwork

- 9.4 list the disadvantages of poor teamwork
- 9.5 identify the six (6) components of great teamwork
- 9.6 discuss the importance of teamwork in the delivery of customer care

Content

- Definition of “teamwork”
- The role of teamwork in building relations
- Advantages and disadvantages of teamwork
- Components of great teamwork
- The importance of teamwork in the delivery of customer care

10 Building Customer Loyalty

Objectives

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

- 10.1 identify the four (4) types of customers
- 10.2 define the term “customer loyalty”
- 10.3 discuss the importance of listening to the customer
- 10.4 discuss the importance of process and procedure (and not just smiles) in delivering quality customer service
- 10.5 explain the impact of “total quality focus” on customer loyalty
- 10.6 explain how proactive approaches to customer contact impact customer loyalty
- 10.7 explain how service guarantees impact customer loyalty

Content

- Types of customers
- Definition of “customer loyalty”
- Total quality focus
- Proactive approaches to customer contact
- How service guarantees impact customer loyalty

11.0 Best Practices in Customer Service – Examples From the Caribbean

Objectives

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

- 11.1 define the term “best practice”
- 11.2 list the limitations of the definitions
- 11.3 list the twenty (20) best practices in customer service throughout the region
- 11.4 list the advantages and limitations of benchmarking best practices

Content

- Definition of “best practice”
- Limitations of “the definition of “best practice”
- “Best practices” in customer services throughout the region
- Advantages and disadvantages of benchmarking “best practices”

Assessment & Evaluation

The final grade for this course is determined as follows:

- In-class participation (group work) - 20%
- Homework Assignment - 20%
- Final examination - 60%

Recommended Text

Quality Customer Care for the Caribbean,
Dr. Ben Henry

Resources

Carl Sewell and Paul B Brown, Customers for Life.
New York: Doubleday Currency, 1990.

J Griffin, Customer Loyalty: How to Earn It, How to Keep It. Jossey-Bass, San Francisco, CA, 1995

B a Gutek, the Dynamics of Service. Reflections on the Changing Nature of Customer/Provider Interactions. Jossey-Bass Publishers, San Francisco, CA, 1995

William Martin, *Quality Customer Service*. Crisp Publications, Menlo Park, CA, 1990

Lloyd Finch, *Telephone Courtesy and Customer Service*, Crisp Publications, Menlo Park, CA, 1990

Journal of Retailing

Journal of Marketing

Journal of Marketing Research

Journal of the Academy of Marketing Science

Journal of Consumer Marketing

Service Industries Journal

International Journal of Service Industry Management

Journal of Professional Services Marketing

Cornell Hotel and Restaurant Administration Quarterly

International Journal of Contemporary Hospitality Management

Irish Marketing Review

Harvard Business Review

Journal of Managerial Issues

Journal of Customer Service

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.

Course Title: APPLIED INFORMATION TECHNOLOGY

Prerequisite: None

Credits: 3

Overview

This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

General Objectives

This course is designed to:

- 1 sensitize the student to the concept of “information”, its meaning, application and function
- 2 give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
- 3 give the student hands on experience to the operation of various aspects of a property management system
- 4 sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Learning Objectives

Upon successful completion of this course, the learner will:

- 1 sensitize the student to the concept of “information”, its meaning, application and function
- 2 give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
- 3 give the student hands on experience to the operation of various aspects of a property management system
- 4 sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Topics

1.0 Computer Hardware

Objectives

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

- 1.1 describe the various components of computer hardware;
- 1.2 list functions of the various categories of devices;
- 1.3 explain how the CPU functions;
- 1.4 explain the uses of primary and secondary storage;
- 1.5 list various types of input and output devices;
- 1.6 describe the various types of storage media;
- 1.7 define various measurements used in the computer field – bits, byte, kilobyte, megabyte, gigabyte, hertz, megahertz, gigahertz

Content

- Computer hardware
- The functions of categories of devices
- The functions of the CPU
- Uses of primary and secondary storage
- Input and output devices
- Storage of information
- Measurements in the computer field

2.0 Computer Software

Objectives

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

- 2.1 explain what is a computer program;
- 2.2 explain what is meant by software;
- 2.3 distinguish between system and application software;
- 2.4 explain how the operating system functions;
- 2.5 explain the need for generalized and specialized software;
- 2.6 list some specialized software, their usefulness and limitations;
- 2.7 format CDs, copy and backup files;
- 2.8 install a software package which is to be used to aid instruction.
- 2.9 list the essential commands of the software;

- 2.10 list some specialized software, their usefulness and limitations;
- 2.11 explain the purpose of the software;
- 2.12 explain how the software is executed;
- 2.13 explain the usefulness of the software;
- 2.14 explain the limitations of the software.
- 2.15 carry out the varied functions of file management
- 2.16 create and retrieve needed information with the appropriate software packages;
- 2.17 competently use a Microsoft Windows Operating system

Content

- Definition of computer programs
- Systems and application software
- The function of the operating system
- The uses of generalized and specialized software
- Formatting CDs
- File management
- The installation and purpose of software packages used for instruction
- The usefulness and limitations of this software

3.0 Representation of Data

Objectives

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

- 3.1 define byte, field, record, file;
- 3.2 explain sequential and random access of a file;
- 3.3 explain how data is stored on media;
- 3.4 explain the term “word”;
- 3.5 convert decimal numbers to binary and hexadecimal.

Content

- Definition of “byte”, “field”, “record” and “file”
- Definition of “word”
- Accessing a file
- Storage of information
- Storage media
- Binary and Hexadecimal numbers

4.0 Operating Systems

Objectives

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

- 4.1 boot up a computer from hard drive or CD drive;
- 4.2 format CD;
- 4.3 save and retrieve files;
- 4.4 copy files from one drive to another;
- 4.5 create directories and more files between directories;
- 4.6 manipulate data in DOS and Windows

Content

- Booting the computer
- Formatting a CD
- Handling files
- Data manipulation using different operating systems

5.0 Database Management

Objectives

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

- 5.1 start up a relational database management program;
- 5.2 create a database;
- 5.3 add and delete records from a database;
- 5.4 sort a database;
- 5.5 display all the records of specified records from the database;
- 5.6 print reports from the database.

Content

- An introduction to a relational database program
- Handling information using a database program

6.0 Spreadsheet Management

Objectives

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

- 6.1 start a spreadsheet program;
- 6.2 use the toolbars and menus;
- 6.3 use the help facility;
- 6.4 create a worksheet;
- 6.5 save and retrieve a spreadsheet file;
- 6.6 manipulate data in a spreadsheet program
- 6.7 explain the data types;
- 6.8 enter text and numbers;
- 6.9 enter formulas and functions;
- 6.10 use the spreadsheet functions;
- 6.11 sort data in the spreadsheet
- 6.12 insert and delete rows and columns;
- 6.13 use the program to create graphs and charts
- 6.14 discuss the possibility of spreadsheet in education;
- 6.15 print spreadsheet information

Content

- Starting and using a spreadsheet program
- Manipulating data in a spreadsheet program
- Identifying data types
- Printing data

7.0 Word Processing and Desktop Publishing

Objectives

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

- 7.1 start a word processing program;
- 7.2 create and edit a document;
- 7.3 insert and delete characters, words, paragraphs and blocks of text;
- 7.4 move and copy blocks of text;
- 7.5 save and retrieve a document;
- 7.6 change the appearance of text;
- 7.7 print a text file;
- 7.8 use a word process to prepare course materials.

Content

- Starting and using a word processing program
- Manipulating data using a word processing program

- Manipulating files using a word processing program
- Printing data
- Preparing course material

8.0 Use of Generalized Software to Create Computer Aided Instruction Applications

Objectives

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

- 8.1 use a database management program to create a knowledge base for a given subject;
- 8.2 develop a structure for a knowledge base for a subject;
- 8.3 update the database;
- 8.4 explain how the database is accessed, and updated by a user;
- 8.5 use the spreadsheet management program to demonstrate graphs and charts;
- 8.6 use the spreadsheet to demonstrate the use of mathematical functions;
- 8.7 use the word processor to develop writing skills;
- 8.8 use the word processor to improve spelling.

Content

- Software used to create computer aided instruction applications
 - Database management program
 - Spreadsheet management
 - Word processing program

9.0 Presentation

Objectives

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

- 9.1 start a presentation program
- 9.2 define presentation software terms
- 9.3 create and edit a presentation
- 9.4 save and retrieve a presentation document
- 9.5 work with various program objects and graphics
- 9.6 various selection methods, and uses of selection techniques
- 9.7 print handouts
- 9.8 competently carry out a presentation using technology

Content

- Presentation programs
- Presentation software terms
- Creating and editing of presentations
- Retrieving presentation documents
- Working with program objects and graphics
- Selection methods and techniques
- Printing handouts
- How to execute a presentation

10.0 Internet

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

- 10.1** define the internet and describe how it works
- 10.2** distinguish between the web and the internet
- 10.3** explain virus alerts
- 10.4** define the terms internet address, URLs, Hostnames
- 10.5** use search engines
- 10.6** use of email and messaging
- 10.7** demonstrate respectful use the internet

Content

- Introduction to the internet
- Overview of the web and the internet
- Virus alerts
- Internet address, URLs, Hostnames
- Search engines
- Email and messaging
- Respectful use of the internet

11.0 Property Management Systems

Objectives

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

- 11.1** Reservations Management
 - demonstrate how to access the electronic Reservation Chart
 - record and verbally state a forecast for a specified period
 - show how to deduce the room availability
 - create an electronic reservation
 - demonstrate imputing the components that guide the system in calculating room pricing

- type of room
- no. of persons
- arrival date
- departure date
- meal plan
- guest type

11.2 Rooms Management

- demonstrate changing the housekeeping room statuses, for example:
 - VD to VC
 - OD to OC
 - OOO to VR
- demonstrate how to register a walk-in-guest
- demonstrate how to retrieve and register guaranteed reservations
- show how to make room assignments

11.3 Guest Account Management

- post charges for goods and services daily to:
 - Master folios
 - Non-guest folios
 - Guest folios
- monitor credit balances, daily
 - Establish credit limits
 - Demonstrate how to complete an employee audit

11.4 General Management

- retrieve and print revenue analysis reports on request
- retrieve and state operating statistics on request
 - Occupancy
 - Nationality, etc
- maintain guest histories
- utilize histories to enhance customer service

Content

- Electronically managing:
 - Reservations
 - Housekeeping rooms status
 - Guest accounting
 - General information

12.0 Departmental Interfaces

Objectives

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

12.1 Back Office Interfaces

- Record Account Receivables
- Record Account Payables
- Process time and attendance records
- Process tax withholdings
- Process pay distributions
- Produce a balance sheet
- Produce an Income statement
- Print transactional analysis reports

12.2 Front Office Interfaces

- Compare electronic postings to hard copy totals
- Activate in-room telephone access after electronic registration
- Deactivate in-room telephone access at departure
- Transfer all direct debit bills to city ledger at departure
- Zero out guest bills at departure

Content

- Back office interfaces
- Front office interfaces

Instructional Methodology

Lecture
Demonstrations

Assessment and Evaluation

- Six assessments in the following areas (60%):
 - Introduction to basics
 - File management
 - Word Processing
 - Spread Sheets
 - Presentation
 - Database
- One comprehensive project worth 35%
- Participation – 5%

Recommended Text

Computer Literacy and Information Technology:
How to Make Computers Work for You; RSA;
Heinemann Educational Books

Resources

Tutor Notes
Computer Applications

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.

Course Title: MARKETING 1

Prerequisite:

Credits: 3

Overview

This introductory course exposes the student to the basic principles and practices of marketing. Marketing strategies will be examined along with marketing concepts and their application to the industry.

General Objectives

This course is designed to:

- 1 expose the students to the role of marketing and its core concepts
- 2 assist the students to define the concept of positioning for competitive advantage
- 3 illustrate the organizational buying process
- 4 outline how companies can be proactive rather than reactive when responding to environmental trends

Learning Outcomes

On completion of the module, the student will be able to:

- 1 explain the importance of marketing’s strategic importance and its relevance throughout various types of organizations.
- 2 describe the impact of the marketing environment on marketing strategy.
- 3 explain the key approaches to understanding customers and their behaviour.
- 4 provide alternative approaches to segmenting a market.
- 5 describe the key considerations to be taken into account when determining the marketing mix and identify the interrelationship of the different elements.
- 6 apply marketing theory to a variety of industries and markets.

Topics

1.0 Marketing Concepts

Objectives

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

- 1.1 define the terms “marketing”, “marketing orientation”, “marketing concept” and “market”.
- 1.2 identify the elements of the marketing mix
- 1.3 identify and describe the main factors, which affect marketing decisions.

Content

- Marketing Definition
- Hospitality Marketing
- Marketing Concept & Marketing Orientation
- Demand Management
- Marketing Environments

2.0 Marketing Research

Objectives

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

- 2.1 define marketing research
- 2.2 describe the main factors in research procedure
- 2.3 distinguish between primary and secondary data
- 2.4 distinguish between reactive and non-reactive methods of data collection.

Content

- Market & Marketing Research
- Research motives
- Marketing Research Industry
- Research procedures
- Analysis of information needs and funding information
- Collecting information

3.0 Consumer Behaviour

Objective

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

- 3.1** discriminate between complex buying behaviour, variety seeking buying behaviour and dissonance reducing buying behaviour and inertia.

Content

- Structure of Knowledge about Consumer Behaviour
- Key Concepts in Consumer Behaviour
- Personal Characteristics, Social Influence & Culture in Consumer Behaviour
- Models of Consumer Behaviour

4.0 Identifying Target Markets

Objective

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

- 4.1** differentiate between market targeting and market segmentation.

Content

- Segmentation Analysis

5.0 Planning Marketing Strategy

Objectives

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

- 5.1** identify the main benefits of planning
5.2 distinguish between direct and indirect methods of sales forecasting

Content

- Planning and the Objectives
- Forecasting
- Internal & External Audits
- Determining Constraints and Profit Gaps
- Production of Strategies, Policies and Plans

- People in Planning

6.0 Creating Marketing Strategy

Objectives

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

- 6.1** define the terms: “strategy”, “policy tactics”, “marketing strategy”,
6.2 identify key components of marketing strategy
6.3 write marketing objectives
6.4 identify new approaches to marketing

Content

- Strategy, Policy and Tactics
- Marketing Strategy and corporate objectives
- Selecting strategic business limits
- Writing Marketing Objectives
- The Strategic Marketing Mix
- Implementation, control and organization
- New approaches to Marketing
 - e-marketing
 - direct marketing

7.0 The Product

Objectives

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

- 7.1** define the terms “product”, “product mix” and “product life cycle”
7.2 identify the major product decision
7.3 classify and identify the main components of the tourism/hospitality product

Content

- Definition
- Product Classification
- Product Life Cycle

8.0 Principles of Pricing

Objectives

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

- 8.1 distinguish between “price”, “worth” and “value”
- 8.2 identify the main influences upon the pricing decision
- 8.3 explain the importance of cost in pricing.

Content

- Nature of price
- Influences on pricing decision making
- Pricing strategies

9.0 Principles of Distribution and Channel Management

Objectives

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

- 9.1 identify the important function of channels of distribution
- 9.2 explain the scope of distribution
- 9.3 explain the differences between conventional and vertical marketing systems

Content

- Scope of Distribution
- Channel Functions and Flows
- Channel Members
- Organizational Patterns in Hospitality Marketing Channel
- Channel Planning

10.0 Principles of Promotion

Objectives

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

- 10.1 explain the main function of promotion
- 10.2 define the components of the promotion mix
- 10.3 identify the factors that influence the size of the promotion budget

Content

- Role and Nature of Promotion
- Promotion Mix
- Communication Problems and Theory
- Budgeting the Promotional activities

11.0 Packaging

Objectives

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

- 11.1 define the term “packaging”
- 11.2 discuss methods of packaging

Content

- Role and Nature of Packaging

Assessment and Evaluation

The final grade for this course is determined as follows:

- Participation - 5%
- Team Project - 15%
- Mid-semester test - 20%
- Major Marketing Report and Presentation - 60%

Recommended Texts and Resources

Principles of Marketing, 10th Edition. Kotler and Armstrong.

Marketing Strategy, 6th Edition 2012, O C Ferrell & M D Hartline; published by Cengage Learning

Marketing: An Introduction, 11th Edition 2012, G Armstrong & P Kotler; published by Prentice Hall

Introduction to Marketing: Theory and Practice, 3rd Edition 2012, A Palmer; published by Oxford

Marketing Today, David Rackman.

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.

Final class project - 40% presentation of Marketing Plan

Recommended Text

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=KkBvzS_fJ2g

<https://www.youtube.com/watch?v=3T-UWyjebI>

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

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

<https://www.youtube.com/watch?v=i1xz5Kv-7VY>

Case Studies

<http://www.icmrindia.org/casestudies/catalogue/Marketing/Marketing%20Research%20at%20P&G.htm>

<http://www.icmrindia.org/e-books/e-Books%20Marketing.htm>

Sample Materials

<http://www.managementparadise.com/sayed123/documents/16213/swot-analysis-of-kenneth-cole/> - SWOT Analysis of Kenneth Cole

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.

Course Title: 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

17.0 Creating framework to start Greening

Objectives

Upon successful completion of the topic, the learner will be able to:

- 17.1** Form a Green Team
- 17.2** Create an environmental policy
- 17.3** Generate a mission, a vision statement and a logo

Content

- Structure of the Green team
- Writing an environmental policy
- Formulating a mission, vision and logo

Topics

18.0 Establishing an Environmental Management System (EMS)

Objectives

Upon successful completion of the topic, the learner will be able to:

- 18.1** Audit your environment in respect to its sustainability
- 18.2** Create an Impact Assessment of your property

Content

- The Internal audit process
- the Impact Assessment
- Framework to record data
- Non Conformance (monitoring)

Topics

19.0 Creating a Sustainable Environment

Objectives

Upon successful completion of the topic, the learner will be able to:

- 19.1** Implement systems around the concepts of Recycle, Reuse, Reduce and Rethink
- 19.2** Establish communication among shareholders

Content

- Benefits and disadvantages of signage
- Communication of the initiative
- Growing your own food
- Setting up and maintaining systems
- Recycling programmes (food, oil, bottles, cans, paper, plastics, machinery etc.)
- Composting
- Reading Metres

Topics

20.0 Building linkages

Objectives

Upon successful completion of the topic, the learner will be able to:

- 20.1** Create partnerships with various organizations

Content

- Community Outreach programmes with various local organizations

Topics

21.0 International Accreditation of EMS

Objectives

Upon successful completion of the topic, the learner will be able to:

- 21.1** Identify international accreditation programmes (Green Globe, EarthCheck, Blue Flag etc.)

Content

- Preparation for Auditing of the EMS
- Collation of data in a standardized format
- Social Interaction

Instructional Methodology

This unit will use PowerPoint presentations and interactive discussions. Organized Group Tours to various entities that practice environmentally acceptable concepts. Guest Speakers will be included. The students will engage in practical exercises that imitate environmental activities done by recognized greening organizations.

Methods of Assessment

An Essay based on analysis of the information delivered in the units 20%. A mid Term Exam consisting of short answer questions for 20%. A Group assignment including no more than four (4) students, marks awarded 60%.

The Group Assignment Topic could be in the following vein: Formulate a greening project that would enhance the sustainable position for an organization within which you are an active participant.

Assessment and Evaluation

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

Recommended Text

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

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

Resources

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

Commercial Housekeeping and Maintenance,
Jones and Phillips.

Front Office Texts

CTISP Skills for Front Desk Employees

CTISP Guest Room Exceptional Attendant Training

Attendance

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

Course Title: HOSPITALITY ACCOUNTING 1

Prerequisite: None

Credits: 3

Course Description

This course introduces students to the concepts, terminologies and principles of accounting. It gives students a knowledge of the analysis of financial statements. Participants will be required to work through the full accounting cycle.

General Objective

This course is designed to:

- 1 introduce the student to the concepts and terminology used in the accounting discipline
- 2 introduce the student to the principles which are used to govern the field of accounting
- 3 introduce the student to the mechanics required to assist them in working their way through an accounting system
- 4 familiarize the student with procedures necessary to complete and analyze financial statements

Learning Outcomes

Upon successful completion of this course the learner will:

- 1 state the fundamental purpose of accounting
- 2 complete an accounting cycle.
- 3 describe accounting practices related to an accounting system for a service business.

Topics

1.0 Accounting for Business Transactions

Objectives

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

- 1.1 explain the concept and state the importance of a chart of accounts and design a chart based on specified criteria.

- 1.2 give a brief description of "the uniform system of accounting" and explain its purposes and functions.
- 1.3 differentiate between assets and liabilities and identify and categorize those accounts which are found in current and fixed assets, and those that are found in current and long-term liabilities.
- 1.4 differentiate between revenue items and expense items and categorize accounts in both these areas.
- 1.5 explain the difference between debit and credit entries and post specified transactions in the appropriate books of record.
- 1.6 explain the use and importance of the double entry system of accounting and post simple transactions, using this principle.
- 1.7 compile a simple trial balance of posted accounts and explain the function of the trial balance in the accounting process.
- 1.8 explain the meanings, and give examples of prepaid and expired expenses and unearned and unrecorded revenue.

Content

- Chart of Accounts
 - The Purpose and use of the Chart of Accounts
 - The Accounting Equation
 - The Uniform System of Accounting
- Asset, Liability and Equity Accounting
 - Current Assets
 - Non-Current Assets
 - Other Assets
 - Current Liability
 - Long Term Liability
 - Equity
- Revenue and Expense Accounting
 - Revenue Classification
 - Expense Classification
- Accounting Records
 - Ledger Accounts
 - Journal Entries
 - The Double Entry Method
 - The General Ledger
 - The Subsidiary Cash Books
 - Trial Balance
 - Income Statement

2.0 End-of-Period Accounting

Objective

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

- 2.1** Period End Accounting
- Explain the concepts of depreciation, inventory valuation, Bank Reconciliation and Bad Debts write off.

Content

- Depreciation
- Inventory Valuation
- Bank Reconciliation
- Bad Debts write off

3.0 Balance Sheet and Income Statements

Objectives

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

- 3.1** prepare adjusting and closing entries
- Adjusting Entries
 - Expired Assets
 - Unrecorded Expenses
 - Prepaid Expenses
 - Unrecorded Revenue
 - Unearned Revenue

- 3.2** calculate Cost of Sales

Content

- Preparation of Balance Sheet and Income Statement
- Cost of Sales

Instructional Methodology

Lecture
Case Studies
Guest Lecturers

Assessment and Evaluation

The assessment for this course takes the following form:

- 2 term tests worth 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

Bischoff, G. W. Introduction to College Accounting.

Resources

Cote, R. Understanding Hospitality Accounting 1. Educational Institute of the AH&MA.

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 in the learning process.

Course Title: HOSPITALITY LAW

Prerequisite: None

Credits: 3

Course Description

This course is an introduction course that will focus on hotel and restaurant issues. Court systems, jurisdiction, contracts, negligence and guest relationship as it relates to liability arising from the various segments of the industry.

General Objective

This course is designed to:

- 1 provide a legal perspective to hospitality and tourism related issues.

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 explain the difference between common and statutory law.
- 2 identify and explain the difference of civil and criminal law.
- 3 explain the doctrine of judicial precedent and how it operates
- 4 identify and explain the different types of contracts.
- 5 describe negligence and liability.
- 6 describe the legal responsibilities of managers in the hospitality industry.

Topics

1.0 The Legal System

Objective

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

- 1.1 discuss the difference between civil and criminal proceedings

Content

- Common law
- Statutory law

2.0 Contracts

Objectives

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

- 2.1 the nature of a contract
- 2.2 the terms of a contract and exclusion clauses with special reference to sale and goods and hire purchase
- 2.3 offer and acceptance
- 2.4 the intention to create legal relations
- 2.5 the capacity of minors and corporations
- 2.6 misrepresentation
- 2.7 discharge of contract
- 2.8 remedies for breach
- 2.9 quantum meruit

Content

- Elements
- Terms
- Privity
- Discharge
- Breach
- Exclusion Clause

3.0 Aspects of the Law of Torts

Objectives

Upon completion of the topic the student will be able to define and discuss:

- 3.1 negligence
- 3.2 RES IPSA Loquitor
- 3.3 occupiers' liability
- 3.4 employers liability
- 3.5 trespass
- 3.6 the rule of Rylands vs. Fletcher
- 3.7 nuisance

Content

- Recognition
- "RES IPSA Loquitor"
- Liability

4.0 Landlord and Tenant

Objectives

Upon completion of the topic the student will be able to discuss and describe:

- 4.1 leases
- 4.2 duties of the landlord
- 4.3 duties of the tenant
- 4.4 covenants

Content

- Rights, duties and responsibility
- Covenants
- Leases

5.0 Law Relating to the Hospitality Industry

Objectives

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

- 5.1 identify three key areas of the act
- 5.2 differentiate between various liquor licenses and discuss how to obtain them
- 5.3 define common insurance terminology
- 5.4 outline various types of insurance coverage
- 5.5 discuss the tax laws relating to the hospitality industry

Content

- Duties of proprietors relative to guests and guest property.
- Food and Beverage legislation.
- Weights and Measures legislation.
- Licensing Law
- Insurance
- Taxation Laws

6.0 Consumer Protection

Objectives

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

- 6.1 define “consumer”
- 6.2 discuss why consumers need protection
- 6.3 list a variety of consumer protection agencies

Content

- Criminal approach to this aspect of the law.
- Defective goods
- Prevention and criminal sanctions
- Enforcement

Instructional Format

Lecture
Case Studies
Guest Lecturers

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

Principles of Hospitality Law, 4th Edition, Allen Pannett and Michael Boella

Resources

Hotel, Restaurant and Travel Law, 6th Edition; a Preventive Approach, N G Cournoyer, a G Marshall and K L Morris; published by Delmar.

Business Law, Denis Keenan and Sarah Riches.

Statutes

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.

COURSE: INTRODUCTION TO ENTREPRENEURSHIP

CODE

Credit Value: 3 Credits

Prerequisite: none

Course Description

The course will introduce future entrepreneurs to the concepts and principles of entrepreneurship. Students will be provided with an overview of the roles of entrepreneurs in the local business environment. The impact of entrepreneurship on the national economy will also be examined.

Learning Outcomes

Upon completion of this course, future entrepreneurs will be able to:

1. Recognize individual entrepreneurial potential.
2. Describe the role of entrepreneurship within society.
3. Discuss the impact of entrepreneurship on the individual, the family and the local community.
4. Explain the process and nature of entrepreneurship.
5. Identify and assess potential business opportunities.
6. Discuss the importance of innovation and creativity in entrepreneurship

Topics

1.0. Nature of Entrepreneurship & Characteristics of an Entrepreneur

Objectives

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

- 1.1. Define the terms entrepreneur and entrepreneurship

- 1.2. Describe the importance of the development of small business in a nation's economy
- 1.3. Discuss the causes of small business failure and how it can be avoided

Content

- Overview of entrepreneurship

2.0. The benefits and potential drawbacks of Entrepreneurship

Objectives

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

- 2.1. Discuss methods that can be used by a small business to build competitive advantage in the market
- 2.2. Write a Mission Statement
- 2.3. Define the term SWOT analysis and discuss the variety of methods used in preparing a SWOT analysis
- 2.4. Create meaningful goals and objectives

Content

- How to build a competitive advantage in the market
- Preparation of a Mission Statement
- The preparation of SWOT analysis

3.0. The diversity of entrepreneurship

Objectives

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

- 3.1. Define the terms sole proprietorship, partnership and corporation
- 3.2. Distinguish between the limited liability company, the professional corporation and the joint venture
- 3.3. Define the term franchise

3.4. Differentiate between the three types of franchising – trade name, pure and product distribution

3.5. Discuss the legal aspects of franchising

Content

- Types of small businesses
- Types of companies
- An overview of franchising

4.0. Barriers to creativity

Objectives

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

- 4.1.** Explain the process of evaluating an existing business
- 4.2.** Describe the various methods of determining the value of a business
- 4.3.** Outline how the negotiation process works and identify the factors that affect the negotiation process

Content

- How to evaluate an existing business
- Methods of determining the value of a business
- The negotiation process

5.0. Feasibility Studies

Objectives

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

- 5.1** Identify the components of a needs analysis
- 5.2** Discuss general market characteristics
- 5.3** Identify the components of a site evaluation
- 5.4** Explain the concept of supply and demand
- 5.5** Discuss characteristics of capital investment
- 5.6** Identify various financing methods

Content

- Needs analysis
- General market characteristics
- Site evaluation
- Supply and demand analysis
- Capital investment
- Financing methods

6.0. Budgeting

Objectives

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

- 6.1** Discuss the budget cycle
- 6.2** Identify the long vs. short term budget
- 6.3** Explain an operating budget
- 6.4** Explain a fixed budget

Content

- Cycle
- Long term/short term
- Operating budget
- Fixed budget

7.0. How to enhance creativity

Objectives

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

- 7.2** Define the terms marketing plan , market research, target market, marketing mix, competitive edge, marketing strategies
- 7.3** Describe the advantages of using social media in the marketing process
- 7.4** Differentiate between the terms promotion, publicity, merchandising and advertising
- 7.5** Outline the stages of preparing an advertising plan
- 7.6** Develop an advertising budget

7.7 Discuss the different pricing methods that can be used for introducing new goods and services or existing goods and services

2. **Short-Answer Questions** 20%
Entrepreneurship Audit 20%
Final Exam 60%

Content

- The Marketing Process
- The Marketing Plan
- The Advertising Plan
- Pricing Methods for goods and services

8.0. The importance of a Business Plan

Objectives

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

- 8.1 Stress the importance of the preparation of a dynamic Business Plan
- 8.2 Discuss the key components of a Business Plan

Content

- The preparation of a Business Plan

Instructional Format:

- Lectures
- Field Trips
- Group Assignments

1. **ENTREPRENEURSHIP AUDIT:** Students will choose an entrepreneur in their community and interview him or her on their experience as an entrepreneur. A written report summarizing the interview and the student’s analysis and recommendations will be submitted. The report should include entrepreneurial profile assessment, benefits and drawbacks experienced by the entrepreneur, description of the entrepreneur’s business, strategies for competitive advantage, and the student’s evaluation and recommendations.