

Module Title: Hospitality Today: An Introduction**Module Code: B1181****Level: BAIHTM – 1st Semester...Lesson Plan**

| S. No. | Unit | Topics / Activities |
|---------------|-----------------------------------|---|
| 1. | Service Makes the Difference | <ul style="list-style-type: none">• Definition• Service vs. Manufacturing• Strategic Planning and its Steps• Planning Challenges• Strategic Service Vision and its Components• Keys to Delivering |
| 2. | The Travel and Tourism Industry | <ul style="list-style-type: none">• Factors Responsible for Change• Definition• Multiplier Effect• Reasons for People to Travel• Types of Research and Psychographic Research• Impact of Tourism |
| 3. | Exploring the Hospitality Careers | <ul style="list-style-type: none">• Define• Advantages/Disadvantages of Working in The Hospitality Industry• Organization Chart• Lodging Career opportunity (Chain/Independent)• Lodging Management Properties• Food Service Management Properties• Segments of Food Service Operation• Looking for a Job• Your First Move• Parts of a Resume• Job Interview Tips |

| | | |
|----|--|---|
| 4. | Understanding the Restaurant Industry | <ul style="list-style-type: none"> • Today's Restaurant Industry • Restaurant Industry Segments • Starting a New Restaurant/Why Do Restaurants Fail? • Issues Evolved in Starting a New Restaurant (Concept, Site, Feasibility) • Question Asked Before Starting • Characteristics of Good Restaurant Sites • Feasibility Study and Greening the Restaurant |
| 5. | Restaurant Organization and Management | <ul style="list-style-type: none"> • Organizing for Success and its Elements (Guest, Ambience, Menu) • Basic Rules for Creating a Good Menu • Restaurant Controls <ul style="list-style-type: none"> ◦ Operation Control ◦ Financial Controls ◦ Controlling Food Cost ◦ Food Cost Control Process ◦ Calculating Food Cost ◦ Controlling Labor Cost ◦ Controlling Beverage Cost |
| 6. | Understanding the World of Hotels | <ul style="list-style-type: none"> • A Dynamic Industry (Trend and Going Green) • Hotel Guest Segment • Hotel Guest Mix • Hotel Categories <ul style="list-style-type: none"> a. Location b. Ownership c. Price d. Others • Developing and Planning New Hotels (Site Selection, Feasibility) |

| | | |
|-----|--|---|
| | | <p>Study, Financing)</p> <ul style="list-style-type: none"> a. Sections in the Feasibility Study b. Hotel Financing |
| 7. | Hotel Organization and Management | <ul style="list-style-type: none"> • How is the Hotel Organized (Revenue and Cost Centers) • Organizational Chart of a Large Hotel • Revenue Center • Cost Center • Measuring the Performance of RD • Food and Beverage Division • Control Systems (Financial Control, Quality Controls, and Hotel Technology) |
| 8. | An Introduction to the Meeting Industry | <ul style="list-style-type: none"> • Meetings and Their Types • Room Setup • Meeting Planning Process |
| 9. | Managing and Leading Hospitality Enterprises | <ul style="list-style-type: none"> • The Management Task • The Evolution of Management Theories • Quality Management (Six Sigma, Balanced Scorecard) • Four Quality Controlling cost (Internal , External, Appraisal, Prevention) • Importance of Leadership |
| 10. | Franchising is Big Business | <ul style="list-style-type: none"> • Franchising Defined • Why buy a franchise? • Types of Franchising • Advantage/ Disadvantage for Franchisees • Advantage/ Disadvantage for Franchisors • Other Franchising Issues |

| | | |
|--|--|--|
| | | |
|--|--|--|