

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

		Study, Financing) <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

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