

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Food & Beverage Control - II

Subject Code: 173302

Unit No.	Course Content	Weightage	Hrs.
1.	Menu Engineering Introduction & Objectives (What is Menu engineering?) Vital elements (How to raise profits?) Types of Menu, Process of Menu Engineering (Cost your menu, categorize menu items according to profit and popularity level, design your menu, test your menu design) Promotion	15%	09
2	Fast Food Joints and Operation Introduction History of Fast Food joints & renowned company Globalization of Fast Food Layouts of various types of fast food outlet Designing & development	15%	09
3.	Human Resource Planning & Development in service Importance of human resource in service Essence of service Recruitment types & process Training & Development	15%	09
4.	Financial Planning & Management Budgeting and types Analysis and reports Setting Targets Yield Management	15%	09
5.	Banquets & Convention Centre Management Definitions Types and form of banquets and convention centers Target markets Layouts and organization chart Managing services	15%	09
6.	Airlines, Airport and Railway Catering Scope and trends, Major players Approval and licensing procedure Menu Planning and costing Contracts rules and regulation Catering system, Operation and control	25%	15
	TOTAL	100%	60

Food & Beverage Control - II(Practical)

Sr. No.	Course Contents	Weightage	Total Hrs.
1.	Menu Designing & Costing	20%	12
2.	Banquet lay out and service, Convention service	20%	12
3.	Railway, Airport & Airlines Service	40%	24
4.	Budgeting and Report	10%	06
5.	Case studies and situations Handling	10%	06
	TOTAL	100	60

Text Books:

1. Food & Beverage Service – Sudhir Andrews,
2. Food & Beverage Operation 6 Edition, Dennis Lillicrap

Reference Books:

1. Food & Beverage Service – Lillicrap & Cousins
2. Bar & Beverage Book – Costas katsigris, Marry Porter,
3. Beverages Book – Andrew, Dunkin & Cousins