

# Diploma in Hotel Management Syllabus

**Total Duration: 365hrs**

## **Module 1: Hotel Front Office Operations**

### **Chapter 1: Introduction to the Hospitality and Front Office System**

- Definition and importance of hospitality in tourism and service industries
- Historical background of the hotel industry and global hospitality evolution
- Classification of hotels: Size, service level, clientele, location, ownership
- Overview of front office roles and their importance in guest experience
- Coordination between front office and other departments
- Key characteristics of budget, business, and luxury hotels

### **Chapter 2: Organizational Structure and Front Office Hierarchy**

- Hotel organizational chart and key departmental interactions
- Front Office structure: Lobby, reception, bell desk, cashier, concierge
- Interdepartmental coordination: Housekeeping, Security, F&B, Maintenance
- Job roles and responsibilities of front office staff
- Professional qualities: Appearance, grooming, communication, and teamwork

### **Chapter 3: Guest Cycle and Operational Overview**

- Four stages of the guest cycle: Pre-arrival, arrival, occupancy, departure
- Reservation confirmation, check-in protocols, and room allocation
- Stay management: Wake-up calls, in-house guest services
- Departure formalities: Bill settlement, checkout, and feedback
- Post-departure activities: CRM, loyalty program enrollment

## **Chapter 4: Reservations and Booking Systems**

- Types of reservations: Individual, group, corporate, travel agent
- Reservation sources and channels: CRS, GDS, OTA, direct bookings
- Procedures: Reservation forms, confirmation emails, overbooking tactics
- Guest profile creation and maintaining guest history
- Yield management and dynamic pricing strategies

## **Chapter 5: Check-in, Registration, and Rooming**

- Pre-registration activities and room readiness check
- Reception and welcoming techniques: Etiquette and cultural awareness
- Registration process: Manual and computerized methods
- Escorting guests: Rooming techniques, do's and don'ts
- Handling special cases: VIPs, foreign guests, early arrivals

## **Chapter 6: In-House Guest Services and Concierge Operations**

- Concierge desk functions: Tour information, transport, ticketing
- Handling guest complaints and providing resolutions
- Wake-up call procedures, message handling, parcel/courier systems
- Guest service directory and special requests management
- Coordinating with F&B and housekeeping for seamless service

## **Chapter 7: Room Types, Rates, and Guest Plans**

- Room categories: Standard, deluxe, suite, twin, connecting, etc.

- Rate types: Rack, corporate, seasonal, promotional packages
- Meal plans: EP, CP, MAP, AP – benefits and inclusions
- Room status codes and updates: OCC, VC, OOO, DND, etc.
- Up-selling techniques and guest upgrades

## **Chapter 8: Front Office Accounting and Cashiering**

- Basics of guest folio and financial documentation
- Billing types: Individual, company account, group billing
- Payment methods: Cash, card, UPI, mobile wallets, foreign exchange
- Allowances, corrections, and refunds
- Split billing, advance deposit, and late checkout handling

## **Chapter 9: Night Auditing and Report Generation**

- Purpose of night audit and reconciliation process
- Verifying guest charges and room revenue
- Generating reports: Occupancy, daily revenue, payment summary
- Shift handover procedures and data security
- Discrepancy resolution and audit checklist

## **Chapter 10: Property Management System (PMS) Training**

- Introduction to hotel management software: Opera, IDS Next, eZee
- Practical training: Room booking, check-in, checkout via PMS
- Report generation and data handling
- Front office automation: Digital check-ins, smart keys

- Data security, guest information confidentiality, and GDPR compliance

## **Module 2: Management and Organizational Behavior in Hospitality**

### **Chapter 1: Introduction to Hospitality Management Principles**

- Definition and importance of management in the hotel industry
- Evolution of management thought: Classical to modern approaches
- Key management functions: Planning, organizing, staffing, directing, controlling
- Hospitality-specific challenges in hotel management
- Real-world applications of management theory in hotel settings

### **Chapter 2: Organizational Structures and Departmental Dynamics**

- Types of organizational structures in hotels: Functional, matrix, flat
- Hotel departments and their interrelationships
- Role of front office within the overall management system
- Levels of management: Top, middle, operational
- Span of control and delegation in hospitality teams

### **Chapter 3: Organizational Behavior and Employee Dynamics**

- Definition and importance of Organizational Behavior (OB)
- Human behavior in hotel work environments
- Personality types and guest interaction (MBTI, Big Five)
- Attitudes, values, and perception in the hospitality workplace
- Role of learning, motivation, and emotional intelligence in service delivery

#### **Chapter 4: Motivation Theories and Practical Application**

- Maslow's Hierarchy of Needs in hospitality staff roles
- Herzberg's Two-Factor Theory in employee satisfaction
- McGregor's Theory X and Y in departmental leadership
- Modern motivation techniques: Bonuses, recognition, growth paths
- Linking motivation with performance and service quality

#### **Chapter 5: Team Building and Group Behavior in Hotels**

- Characteristics of effective hospitality teams
- Group behavior: Formal vs. informal groups
- Belbin's team roles and group development stages
- Managing conflict within hotel departments
- Cross-department teamwork in guest service excellence



#### **Chapter 6: Communication Skills in Hospitality Workplaces**

- Forms of communication: Verbal, non-verbal, written, visual
- Communication flow: Upward, downward, lateral
- Barriers to communication and strategies to overcome them
- Guest communication etiquette: In-person, phone, email
- Internal communication tools: Briefings, reports, notices

#### **Chapter 7: Leadership Theories and Hotel Applications**

- Difference between leadership and management in hotels
- Traits and behaviors of effective hotel leaders

- Leadership styles: Autocratic, democratic, laissez-faire
- Contingency and situational leadership theories
- Transformational leadership in guest-centric service environments

## **Chapter 8: Decision-Making and Problem Solving**

- Steps in rational decision-making process
- Common decision-making models in hospitality
- Problem-solving in guest complaint scenarios
- Role of intuition and experience in leadership decisions
- Case studies: Real hotel decision-making failures and successes

## **Chapter 9: Managing Workplace Stress and Conflict**

- Sources of stress in hospitality jobs
- Recognizing burnout and emotional exhaustion
- Stress management techniques: Time management, delegation, wellness programs
- Conflict types: Interpersonal, organizational, customer-based
- Conflict resolution: Negotiation, mediation, compromise strategies

## **Chapter 10: Change Management and Organizational Development**

- Need for change in dynamic hotel environments
- Resistance to change and how to manage it
- Change implementation models (Lewin's 3-step, Kotter's 8-step)
- Role of leaders in managing organizational change
- Organizational development strategies in hospitality

## **Module 3: Food & Beverage Management**

### **Chapter 1: Advanced F&B Operations and Structure**

- Functions and scope of F&B in hospitality
- Organizational structure of F&B department
- Job roles: F&B Manager, Chef, Steward, Sommelier, Banquet Manager
- Department coordination: kitchen, front office, housekeeping, purchase
- Types of service outlets: fine dining, cafes, bars, banquets, room service

### **Chapter 2: Menu Planning, Design & Engineering**

- Menu types: À la carte, Table d'hôte, Buffet, Cyclical, Special menus
- Factors influencing menu planning: cost, trends, seasonality, guest profile
- Menu layout, design, and pricing strategies
- Menu engineering matrix: popularity vs. profitability
- Nutritional balance and dietary accommodations

### **Chapter 3: Food Production Systems and Kitchen Operations**

- Kitchen brigade system and staff hierarchy
- Kitchen layout and workstations (hot, cold, pastry, butchery)
- Food production workflow and mise en place
- Cooking methods: dry, moist, combination
- Modern kitchen equipment and tools
- Kitchen hygiene, fire safety, and waste disposal

### **Chapter 4: Restaurant Service Techniques & Beverage Management**

- Styles of service: French, American, Russian, English, buffet
- Table settings: formal, casual, thematic layouts
- Service sequence: greeting, order taking, serving, clearing
- Beverage types: alcoholic, non-alcoholic
- Bar equipment and glassware
- Basic mixology and cocktail preparation
- Wine service: selection, storage, pairing

### **Chapter 5: Food Safety, Hygiene & Sanitation**

- HACCP standards and procedures
- Personal hygiene standards for F&B staff
- Safe food handling and storage
- Temperature control and danger zones
- Cleaning schedules for kitchen and dining areas
- Pest control techniques and sanitization tools

### **Chapter 6: Inventory, Cost Control & Waste Management**

- Purchasing procedures and vendor management
- Receiving, storing, and issuing food and beverage items
- Inventory methods: FIFO, LIFO, perpetual inventory
- Food costing, portion control, and yield testing
- Loss prevention and tracking pilferage
- Waste management and sustainability in operations



## **Chapter 7: Event, Banquet & Outdoor Catering Management**

- Banquet event order (BEO) and planning
- Types of banquets: seated, buffet, cocktail, weddings, conferences
- Layouts and arrangements: U-shape, round, theatre-style
- Coordination with kitchen, housekeeping, and AV team
- Outdoor catering challenges and checklist
- Live counters and interactive stations

## **Chapter 8: Guest Service, Feedback & Operational Excellence**

- Handling guest complaints and special requests
- Personalizing dining experience
- Service recovery techniques and SOPs
- Gathering guest feedback: comment cards, online reviews
- Role of technology in guest service (table tablets, ordering apps)
- Loyalty programs and CRM in F&B

## **Chapter 9: F&B Software Training and Technology Integration**

- POS (Point of Sale) system overview and functions
- Table reservation software and billing integration
- Inventory and recipe costing software
- Guest management and analytics dashboards
- Mobile apps for menu, ordering, and payment

## **Chapter 10: Projects, Role-Plays & Case Studies**

- Project: Plan and cost a themed restaurant menu
- Role-play: Handling guest complaints during peak hours
- Case study: Managing food cost during a wedding event
- Simulation: Setting up a buffet and serving protocol
- Presentation: F&B trends and sustainable practices

## **Module 4: Hospitality Marketing, Tourism & Strategic Management**

### **Chapter 1: Foundations of Hospitality Marketing**

- Definition and scope of marketing in the hotel industry
- Unique characteristics of hospitality services: Intangibility, perishability, variability
- Core marketing concepts: Needs, wants, demand, and value creation
- Role of marketing in guest acquisition and retention
- Overview of marketing functions: Market research, segmentation, branding

### **Chapter 2: The Marketing Mix for Hotels (7 Ps Framework)**

- Product: Types of hotel products and service offerings
- Price: Dynamic pricing, rate parity, seasonal packages, rate fencing
- Place: Direct bookings, travel agents, OTAs, mobile apps
- Promotion: Advertising, social media, influencer marketing, PR
- People: Frontline staff impact on brand perception
- Process: Booking, check-in, service delivery, feedback handling
- Physical Evidence: Ambience, uniforms, website aesthetics, printed materials

### **Chapter 3: Branding, Positioning, and CRM**

- Brand identity elements: Logo, color, tone, guest experience
- Unique Selling Proposition (USP) development for hotels
- Brand positioning strategies: Luxury vs. Budget vs. Boutique
- Loyalty programs and retention tactics (e.g., reward points, upgrades)
- CRM tools: Email marketing, guest history, personalization tactics
- Using data to drive customer engagement and repeat business

#### **Chapter 4: Digital and Traditional Marketing in Hospitality**

- Digital marketing tools: SEO, SEM, content marketing
- Social media marketing: Instagram, Facebook, YouTube, TripAdvisor
- Influencer collaborations and user-generated content
- Traditional marketing: Print, radio, banners, local events
- Comparing ROI: Online campaigns vs. offline promotions
- Marketing analytics: Google Analytics, Facebook Insights, OTA dashboards

#### **Chapter 5: Introduction to Tourism and its Relation to Hospitality**

- Definitions and classification of tourism (leisure, business, MICE, medical, etc.)
- The role of tourism in hospitality demand generation
- Push and pull factors influencing travel behavior
- Interdependence of hotels and tour operators
- Government schemes and promotional campaigns: Incredible India, State boards
- Sustainable tourism: Ecotourism and responsible travel

#### **Chapter 6: Tourism Resources and Itinerary Planning**

- Natural, cultural, historical, and man-made tourism attractions
- Designing tour packages: FIT (Free Independent Traveler), GIT (Group Inclusive Tour)
- Components of a complete itinerary: Travel, stay, meals, activities
- Costing and pricing strategies for tourism products
- Role of DMCs (Destination Management Companies) and online travel agencies
- Understanding tourism seasons and demand patterns

### **Chapter 7: Strategic Management for Hotels**

- Strategy vs. Tactics: Key differences and relevance in hospitality
- Vision, mission, objectives, and goal setting in hotel businesses
- SWOT analysis and internal capability assessment
- PESTLE analysis for understanding external hotel environment
- Competitive analysis using Porter's Five Forces
- Hotel strategy examples: Expansion, rebranding, niche targeting

### **Chapter 8: Revenue and Channel Management in Hotels**

- Revenue management principles: Yield, RevPAR, ADR, Occupancy
- Forecasting demand and dynamic pricing
- Rate distribution across channels: Website, OTAs, GDS
- Channel management software: Siteminder, STAAH, RateTiger
- Overbooking policies and inventory allocation strategies
- Benchmarking and performance comparison with competitors

### **Chapter 9: Risk, Crisis, and Reputation Management**

- Identifying risks: Operational, legal, financial, reputational
- Crisis management planning: Fire, pandemics, cyberattacks
- Communication strategy during a crisis
- Ensuring business continuity and guest safety
- Online reputation management: TripAdvisor, Google Reviews
- Responding to negative reviews and building trust

## **Chapter 10: Future Trends in Hospitality and Career Insights**

- Emerging technologies: AI, chatbots, IoT, contactless service
- Sustainable hospitality practices: Green hotels, zero-waste kitchens
- Workation, hybrid spaces, and remote worker packages
- Changing guest preferences: Personalization, digital experience
- Upcoming roles in hospitality: Revenue Analyst, Guest Experience Manager, Sustainability Officer
- Post-COVID innovations: Contactless check-in, flexible booking, hygiene protocols