

SEMESTER – III - CORE COURSE - X
MANAGEMENT AND ACCOUNTING IN HOSPITALITY INDUSTRY
(Hour of Instruction per week : 6 hours)

OBJECTIVES: To enable students.

1. know the origin of the hospitality industry and the functions, objectives and responsibilities of ownership and management.
2. Gain knowledge on various sources of finance
3. Know the accounting tools used by the business office.
4. Understand the main functions of the marketing and sales department.
5. Find out the factors that influence food and beverage cost and discuss cost control methods.

UNIT I

Introduction to the Hospitality Industry Origin of the Hospitality Industry - Industry segments- Hotel Organisations - Business office (Back Office) - ownership- and management methods- The function of ownership - the function of management.

UNIT II

Financing Need for finance - kinds of finance long-term and short-term
The Business finance- Role of commercial Banks Institutional financing.

UNIT III:

Financial Reports The importance of financial reports - the Balance sheet - preparing a Balance sheet - purpose and use of an operating statement - cash flow analysis. Financial Planning - For costing sales - Projecting expenses Departmental Budgets.

UNIT IV:

Hospitality Understanding Hospitality marketing Identify marketing activities

Marketing Relationship between sales and marketing - Retail and wholesale - Element of marketing tangible and intangible components of the hospitality product

Role of sales department.

Marketing communications - Media analysis - Budgeting media Expenditures -
public Relations - press releases - Market Research and planning - Supply
and Demand - Market Planning - Targeting The market - The Marketing
Budget.

UNIT V

Food and Beverage Costs - cost Control methods - controlling

Food Production costs - controlling food service costs- Beverage Control
Cost control Techniques order entry devices a delivery net work - Dispensing units -

Tracking devices - support equipment.

REFERENCE:

- | | |
|-----------------------|--------------------------|
| Business Organisation | - Y.K. Bhushan |
| Business Organisation | - Sherlekar |
| Business Organisation | - Shukla, M.C. |
| Office Management | - Ranyer |
| Marketing | - Rajan nair |
| Business Organisation | - Bimayahan |
| Business Organisation | - Davar |
| Marketing | - Sherlekar |
| Business Taxation | - Dinhar pagre St. Acts. |