

Council of Higher Secondary Education, Odisha
 SYLLABUS: TOURISM AND HOSPITALITY
 (Job Role: COUNTER SALES EXECUTIVE)

Class XI
Scheme of Syllabus

Class: XI		Paper -I		Full mark -100	
Part A	Employability Skills	No. of Theory Classes	No. of Practical Classes	Max Mark	
	Communication Skills – III	08	15	10	
	Self-management Skills – III	05	12		
	Entrepreneur skill -III	05	12		
	Total	18	39	10	
Part B	Vocational Skills				
	Introduction to Tourism	11	18	40	
	Management of Counter-sale Services	13	15		
	Receiving Customers and Taking Order	13	15		
	Health and Hygiene	06	12		
	Theory	43	60	40	
Part C	Practical Work				
	Practical Examination		06	15	
	Written Test		01	10	
	Viva Voce		03	10	
	Total		10	35	
Part D	Project Work/Field Visit				
	Practical File/Student Portfolio		10	10	
	Viva Voce		05	05	
	Total		10	15	
	Grand Total	61	119	100	

Class: XI		Paper -II		Full mark -100	
Part A	Employability Skills	No. of Classes	No. of Practical Classes	Max Mark	
	Information & Communication Technology	10	27	10	
	Green Skill	08	12		
	Total	18	39		
Part B	Vocational Skills				
	Introduction to Hospitality Industry	08	12	40	
	Familiarizing with hotel Departments	08	12		

	Counter-sale and Marketing Services	13	18	
	Process Customer's Order	13	18	
	Theory	43	60	40
Part C	Practical Work			
	Practical Examination		06	15
	Written Test		01	10
	Viva Voce		03	10
	Total		10	35
Part D	Project Work/Field Visit			
	Practical File/Student Portfolio		10	10
	Viva Voce		05	05
	Total		10	15
	Grand Total	61	119	100

PAPER-I(THEORY)
Employability Skill –I

Unit -1 :. Communication Skill: Types of communication, (-Verbal, - Non Verbal, -Visual)

Unit -2. Self-management skill: Importance of dressing appropriately, looking decent and positive body language, Grooming, Prepare a personal grooming checklist,

Unit -3. Entrepreneur Skill: Entrepreneurial value orientation with respect to innovativeness, independence, outstanding performance and respect for work, Looking for economic opportunities, Believing that we can change the environment

Vocational Skill

Unit -4 : Introduction to Tourism

Introduction, The Concept of Tourism, The Growth of Tourism Industry, Categories of Tourism (Inbound , Out bound, Domestic, International), Elements of Tourism, Components of Tourism, Types of Tourism, Impacts of Tourism Industry,

Unit -5: Management of Counter-sale Services

Definition of Management, Sales Management Service, Retail Management, Supply Chain Management, Scope of Counter Sales Service, Objective of Counter Sales Service,

Unit- 6: Receiving Customers and Taking Order

Duties & Responsibilities of F&B staff , SOP of receiving and greeting guest procedures, Receiving and Seating guests, Social skills during service at restaurant , Attributes of a good steward, Taking Guest reservations , Order taking and recording, Flowchart of taking an order, Order processing(Passing order to kitchen), Sequence of service, Presenting and collecting guest's comment card, Define and explain KOT, Triplicate and Duplicate checking system, Making Bill, Presentation of Bill, Formats of KOT

Unit- 7: Health and Hygiene

Handling pest control activities at work place, Proper ventilation of area. Importance of lightning in an area. , Standard Operating Procedure for: Safe and clean handling and disposal of linen and laundry area, Safe and clean handling of public area, Safe and clean handling of garbage area.

PAPER-1 PRACTICAL

Unit -1 :

1. Communication listening do and don't for avoiding common body language
2. Role plays on communication style

Unit -2 :

3. Demonstration of impressive appearance and groomed personality
4. Demonstration of the ability to self- explore

Unit -3 :

1. Listing of entrepreneurial values by the students.
2. Group work on identification of entrepreneurial values and their roles after listing or reading
- 3 no. stories of successful entrepreneur.

Unit -4:

1. Visit different tourist destinations, Railway station, Airport, local tourist offices, travel agency of your locality and prepare a report.
2. Chart preparation on classification of tourism

Unit -5:

1. Collect information and prepare a report on five Counter Sales Service Food Outlets in your locality under following headings
 - i. Name of the Centre
 - ii. Name of the Product
 - iii. Type of Service they offer
 - iv. Type of Customer they are entertaining.

Unit -6:

1. Prepare an organization chart of large hotel.
2. Do a role play on how to receive and greet guest at restaurant.
3. Do a role play on procedure of taking order from guest on KOT.

Unit -7:

1. Demonstrate hand washing Procedure.
2. Demonstration on Personal and dental hygiene.
3. Prepare a flow chart for taking precautionary health measures.

PAPER-II (THEORY)

Employability Skill

Unit -1: Employability Skill –II

Information & Communication Technology: Introduction to word processing. Creating a document , Editing text, Wrapping and aligning the text, Font size, type and face, Header and Footer, Auto correct Numbering and bullet, Creating table, Find and replace, Page numbering, Printing document, Saving a document in various formats.

Unit -2:

Green Skill: Main sectors of green economy- green transportation, renewal energy, green construction, water management , Stakeholders in green economy, Role of government and private agencies in greening cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries

Vocational Skill

Unit -3: Introduction to Hospitality Industry

Introduction, Nature of Hospitality Industry, Evolution and Growth of the Hotel Industry in the world, Hotels and their Categories, classification.

Unit -4: Familiarising with hotel Departments

Major departments of the hotel and their functions

Unit- 5: Counter-sale and Marketing Services

Define Marketing, Type of Marketing, Define Sales, Types of sales, Attributes of sales executive, F&B marketing feasibility study, Definition of product, Product knowledge, Product life cycle- (Old product, New product), Difference between sales & marketing.

Unit -6: Process Customer's Order

SOP for generating KOT from the computerized system, SOP for writing KOT, Procedure of generating customer order bill, Heating and reheating of raw/cooked food, Cooking/Heating of frozen foods and its SOPs, Safety precautions while handling vending machine , SOP for food garnishing and presentation to the customer.

PAPER-II PRACTICAL

Unit -1

1. Opening and exit the word processor
2. Creating a document
3. Demonstration and practicing the following:
 - Editing the text
 - Word wrapping and alignment
 - Changing font type, size and face
 - Inserting header and footer
 - Removing header and footer
4. Using autocorrect option
5. Insert page numbers and bullet

6. Save and print a document

Unit -2

1. Preparing a poster on any one of the sectors of green economy
2. Preparing posters on green Sectors/Areas: cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries

Unit -3

1. Conduct a survey on your local area and prepare a report on Food and beverage items served and no. of employees working there.
2. Chart preparation on classification of hotels.

Unit -4

1. Visit reputed hotels of your area and prepare a report on different departments

Unit -5

1. Visit F&B outlets near you .Study and observe their sales promotion and prepare a report on it.
2. Do a Role play activity of a counter sales executive.
3. Prepare charts explaining difference between Sales & Marketing.

Unit -6

1. Do a mock drill on procedure of generating KOT from the computerized system.
2. Prepare a chart depicting the procedure of manual system of generating KOT (Triplicate and Duplicate checking system).
3. Tea/Coffee –makers for making coffee and tea.

Reference:

1. Employability Skill by NCERT, NewDelhi
2. Hotel Front Office A Training Manual by Sudhir Andhrew, Publisher: McGraw Hill Education
3. Hotel Housekeeping: A Training Manual, by Sudhir Andhrew, Publisher: McGraw Hill Education
4. Food and Beverage Services: A Training Manual , by Sudhir Andhrew, Publisher: McGraw Hill Education
5. Tourism Development, Principles & Practices by A K Bhatia , Sterling
6. Textbook of Tourism and Hospitality by Sudhir Andhrew , Publisher : McGraw Hill Education
7. A Text Book Of Tourism And Hospitality Management (VRK Chainickaa, KCK Rakesh Kadam, VRK Shaifalee) . Bookman, Delhi