

Course Syllabus

Course Code	Course Title	ECTS Credits
HSPO-111	Food and Beverage Management	6
Prerequisites	Department	Semester
None	Hospitality	Spring
Type of Course	Field	Language of Instruction
Required	Food and Beverage	English
Level of Course	Lecturer(s)	Year of Study
Diploma		1 st
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Help to prepare students to meet the challenges associated with the Food and Beverage Industry.
- Students will gain a basic understanding of the Food and Beverage industry by analysing the industry's:
 - growth and development,
 - reviewing its organizational structure,
 - investigating its relationship with a hotel's other departments,
 - by focusing on industry opportunities and future trends.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Understand the role and scope of food and beverage operations within the hospitality industry, and the factors that impact profitability and success.
2. Explore the impact of cultural and regional differences on food and beverage operations, including international cuisines and dining customs.
3. Understand the importance of service quality in the food and beverage industry, and develop skills to effectively manage and motivate service staff.

4. Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions.
5. Describe the economic impact of the F&B industry.
6. Distinguish between commercial and institutional food service facilities.
7. Identify trends likely to affect food service in the coming years.
8. Identify a variety of managerial, production, and service positions that are typical of the food service industry and describe the roles these positions play in providing food service.
9. Describe managerial responsibilities as they relate to food service functions including menu planning, purchasing, storing, preparation, and recipe development.
10. Define the steps involved in menu planning and menu design.
11. Define the importance and role of Food and Beverage marketing.
12. Identify the major functions and basic principles of Food and Beverage production.
13. Identify and describe the four types of table service and at least two others

Course Content:

1. Introducing Food and Beverage Management: Introduction to the origins of food service. Differentiate between commercial and non-commercial foodservice operations as well as identifying the different types of foodservice facilities.
2. Organization of F&B operations: Review of the organizational structures within F&B operations.
3. Fundamentals of Management: Overview of management. Managerial responsibilities and relationships and its importance to the industry.
4. F&B Marketing: Marketing practices specific to the industry such as analysis of competition, feasibility study, market research and the marketing plan.
5. The Meal Experience: Clarify and understand the elements that make up the meal experience.
6. Managing Quality in F&B operations: Consideration of the basic concepts and outlook of quality and methods.
7. Food Menus and Beverage Lists: Identifies menu types, pricing methods, menu types. Elaborates on menu planning and design, and illustrates the basics of menu evaluation.
8. F&B Production/Cost control: Preparing for production in terms of purchasing, receiving, storing and issuing. Standard product costs and simple pricing strategies.
9. Food and Beverage Production methods: Identifies the various food production principles and the preparation methods of various food groups.
10. Food and Beverage Service Methods: Types and methods of service
11. An overall view of F&B control: Developing standard recipes, adjusting standard recipes
12. Sanitation and Safety: Issues and practices for sanitation and concepts of safety.

Learning Activities and Teaching Methods:

PowerPoint Lectures, Case Studies, student Presentations/Assignments, Field Trips

Assessment Methods:

Class Participation & Attendance, Assignment / Project, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Food Operations and Management	Drummond, K.	Jones + Bartlett	2021	978-1284164879
Restaurant Excellence	Alballi, M.	Marvin Alballi	2022	979-8986748306

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Food and Beverage: Operations to Management	Bansal, T.	Dreamtech Press	2021	9780866122702
Food and Beverage Management in the Luxury Hotel Industry	Boussard, S.	Business Expert Press	2021	B08WYNYZ6N