

Course Details:

Course Title: Food & Beverage Management

Course Code: THM-201

Program: BS T&HM 2K23

Credit Hours: 3

Pre-requisite: None

Sections: -----

Course Description:

This course is designed to introduce students to the food service industry and to the art and science of managing food service operations. It will provide them with the foundation needed to make smart decisions in food and beverage operations. This course is designed to provide students with an understanding of how and why guests need to be accorded priority in planning, implementing, and evaluating food and beverage operations. Additionally, students will learn to build business through effective marketing strategies, satisfy the food-quality and nutritional demands of guests, and increase profits by maximizing service, productivity, and technology.

Course Learning Outcomes:

1. **Demonstrate** knowledge of food and beverage management theories and practices in hospitality
2. **Apply** strategy frameworks and concepts to understand challenges of food service businesses.
3. **Develop** and deliver effective presentations utilizing appropriate interpersonal skills and audio / visual aids.
4. **Identify** the importance of teamwork in the context of food and beverage management.

Program Goals & Learning Objectives:

Goals & learning objectives of the BSTHM Program are:

Goal 1: Students will acquire knowledge to apply in real-world contexts

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Students will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	●									Class Participation/Project
CLO 2		●								Quizzes/Examinations
CLO 3					●					Project/ Class Participation
CLO 4							●			Examination

Legend: ✓ indicates mapped and assessed ● O, mapped but not assessed and x unmapped CLO.

Required Course Material:

Textbook (s):

Management of Food & Beverage Operation 7th Edition by Jack D. Ninemier

Reference Book and Journals:

Restaurant Service Basics (Wiley restaurant basics series) by Sondra J. Dahmer (Author), Kurt W. Kahl (Author)

- International Journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

Final Exam	35%
Midterm	20%
Final Project	20%
Quizzes	15%
Class Participation and Case Studies	10%

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Related CLOs
1	Introduction		

1	Commercial and Non-Commercial Foodservice Operation Types of Restaurants	Chapter 1: Food Service Industry Management of F&B Operations 7 th Ed	(CLO #1)
2	Management Process & Organization Structures in Food & Beverage Operations	Chapter 2: Organization of Food and Beverage Operations Management of F&B Operations 7 th Ed	(CLO#1)
3	Feasibility Study of a proposed F&B Operation Market Segmentation	Chapter 4:Food and Beverage Marketing Management of F&B Operations 7 th Ed	(CLO#2)
4	Developing a Marketing Plan for a F&B Operation	Chapter 4:Food and Beverage Marketing Management of F&B Operations 7 th Ed	(CLO#2)
5	Vital Nutrients Nutrition Labeling Recommended Dietary Allowance	Chapter 5: Nutrition for Food Service Operations Management of F&B Operations 7 th Ed	(CLO #2)
6	Types of Menu How to Plan a Menu	Chapter 6: The Menu Management of F&B Operations 7 th Ed	(CLO#1)
7	Menu Engineering & Evaluation	Chapter 6: The Menu Management of F&B Operations 7 th Ed	(CLO#1)
8	Food Costing How to Price Menu Items Developing Standard Recipe	Chapter 7: Standard Product Cost and Pricing Strategies Management of F&B Operations 7 th Ed	(CLO #2)
9	<u>MID-TERM EXAM WEEK</u>		
10	Purchasing, Receiving, Storing & Issuing	Chapter 8: Preparing for Production Management of F&B Operations 7 th Ed	(CLO #2)

11	What is Service Types of F&B Services	Chapter 10 Food & Beverage Service Management of F&B Operations 7 th Ed	(CLO #4)
12	Food Safety HACCP Occupational Health & Safety	Chapter 11: Sanitation & Safety Management of F&B Operations 7 th Ed	(CLO #4)
13	Restaurant & Kitchen Floor Plans Equipments used in F&B	Chapter 12: Facility Design Layout & Equipments Management of F&B Operations 7 th Ed	(CLO # 4)
14	Ratios in F&B Financial Statements of a Restaurant	Chapter 13: Financial Management Management of F&B Operations 7 th Ed	(CLO # 2)
15	Presentations		(CLO # 3)
16	Presentations		(CLO # 3)
17		BUFFER WEEK	
18		<u>FINAL EXAM WEEK</u>	

Details of Assessments:

Final Project

Create a Food & Beverage Operation from concept to operation (Restaurant, Café, Bistro, or Ice Cream Parlor etc). A business plan which could be used as a source document for funding purposes. Your work has to include the following

- Type of Operation (Name, Theme if any) 5 Points
- Organization Chart and required task force 10 Points
- Selected Location and why 10 Points
- Target Market & Marketing Plan 15 Points
- Menu along with Recipe Costing 15 Points
- Style of Service 10 Points
- Floor Plan along with Equipment placement 15 Points
- How will you gain Competitive Advantage 10 Points
- Presentation 10 Points

Due date of document submission: End of Week 14