

ITEM					
1. Title of subject	Food and Beverage Management				
2. Subject code	241				
3. Status of subject	Core				
4. Stage	Diploma				
5. Credit Hour	5.71 hours				
6. Pre-Requisite	NIL				
7. Assessment	100% Final Examination				
8. Semester	Semester 1				
9. Objective of subject	To provide fresh perspectives, knowledge and an up-to-date introduction for those who are considering a career in food service.				
10. Synopsis of subject	Covers the basic principles and procedures involved in an effective Food and Beverage Management and Operations, including planning, purchasing, receiving, storing, issuing, production, service, sanitation and financial management.				
11. Details of subject	<table border="1"> <thead> <tr> <th>Contents</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Contents	Hours		
Contents	Hours				

<p>Week 1</p>	<p>Topic: Chapter 1 – THE FOOD SERVICE INDUSTRY</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Outline the origins and development of food service in hotels, restaurants and institutions. • Distinguish between commercial and non-commercial food service operations. • Describe various commercial and non-commercial food service facilities. • Identify trends likely to affect food service in the coming year. <hr/> <p>Activity: Optional Test</p> <hr/> <p>Further reading for this lesson: June Payne-Palacio and Monica Theis, West and Wood's Introduction to Foodservice, 9th ed. (Upper Saddle River, N.J.: Pearson/Prentice Hall, 2001). Food Service Director - http: www.fsdmag.com National Association of College & University Food Services http: www.nacufs.org</p>	<p>4</p>
<p>Week 2</p>	<p>Topic: Chapter 2 – ORGANIZATION OF FOOD AND BEVERAGE OPERATIONS</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify a variety of managerial, productions and service positions that are typical of the food service industry and describe the roles these positions play in providing food service. • Understand the purpose of an organisation chart and identify the organisational structures of various kinds of food service operations. • Describe several critical issues that a person should consider before starting a career in food service. <hr/> <p>Activity: Optional Test</p>	<p>4</p>
<p>Food and Beverage Management</p>		<p>2</p>

	<p>Further reading for this lesson:</p> <p>Hospitality Executive - http: www.hospitalityexecutive.com</p> <p>Hospitality Jobs Online - http: www.hospitalityonline.com</p>	
<p>Week 3</p>	<p>Topic: Chapter 3 – FUNDAMENTAL OF MANAGEMENT</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Define management and list the steps in the management process. • Define the management tasks involved in planning, organizing, coordinating, staffing, directing, controlling, and evaluating. • Contrast primary and secondary groups, and describe management’s role in providing hospitality to all guest groups. <hr/> <p>Activity: Role play Optional Test</p> <hr/> <p>Further reading for this lesson: Robert H. Woods, Managing Hospitality Human Resources, 3rd ed. (Lansing, Mich : Educational Institute of the American Hotel & Lodging Association, 2002)</p>	<p>4</p>
<p>Week 4</p>	<p>Topic: Chapter 4 – FOOD AND BEVERAGE MARKETING</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain marketing in terms of delivering guest-pleasing service. • Describe the steps involved in developing a feasibility study and list the three types of marketing research that should follow such a study. • Describe the elements in a complete marketing plan, focusing on the roles of sales, advertising, public relations, and publicity. Compare public relations publicity for hospitality operations. <hr/> <p>Activity: Role Play Optional Test</p>	<p>4</p>
<p>Food and Beverage Management</p>		<p>3</p>

	<p>Further reading for this lesson: Ronald A.Nykiel, Marketing in the Hospitality Industry, 4th ed. (East Lansing, Mich. : Educational Institute of the American Hotel & Lodging Association,2003).</p> <p>Food For Thought - http: www.foodforthoughtgroup.com</p> <p>Public Relations Society of America - http : www.prsa.org</p> <p>Quantified Marketing Group http: www.restaurant-public-relations.com</p>	
<p>Week 5</p>	<p>Topic: Chapter 5 – Nutrition for Food Service Operations</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> - Explain the importance of good nutrition, and list and define the six basic nutrients. - Describe the value of recommended dietary allowances, the Food Guide Pyramid, and nutrition labeling. - Describe nutrition concerns as they relate to food service functions, including: menu planning, purchasing, storing, preparation, and recipe development. - Identify the dietary concerns related to calories, fats and cholesterol, sodium, fiber, food allergies and vegetarian diets. <p>Activity: Review Questions Optional Test</p> <p>Further reading for this lesson: Leslie E. Cummings and Lendal H.Kotschevar, Nutrition Management for Food services. (Albany, N.Y: Delmar,1989), p.200.</p> <p>American Dietic Association - http: www.eatright.org</p> <p>Food Allergy & Anaphylaxis Network - http : www.foodallergy.org</p> <p>MyPyramid Food Guidance System - http: www.mypyramid.gov</p>	<p>4</p>
<p>Week 6</p>	<p>Topic: Chapter 6 – THE MENU</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to :</p> <ul style="list-style-type: none"> • Identify the three basic categories of menu pricing styles and describe the two varieties of menu schedules. • Describe the difference in breakfast, lunch and dinner menus, and list some of the most common specially menus <p>Activity: Menu Planning Optional Test</p> <p>Further reading for this lesson:</p> <p>CALCMENU 2004 - http: www.calcmenu.com</p> <p>FOOD-TRAK - http: www.foodtrak.com</p> <p>Recipe Goldmine - http: www.recipesource.com</p> <p>Hale Koa Hotel Banquet Menus http: www.halekoa.com/catering-menus.htm</p>	
<p>Week 7</p>	<p>Topic: Chapter 6 – THE MENU</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain the steps involved in menu planning and menu design, and explain the value of periodic menu evaluation. • Compare pre-costing,/post-costing software and menu engineering software. <p>Activity: Problem Solving Optional Test</p> <p>Further reading for this lesson:</p> <p>Menu Planning and Design Resources</p> <p>Adobe PageMaker http: www.adobe.com/products/pagemaker/main.html</p> <p>Adobe Photoshop http: www.adobe.com/products/photoshop</p>	<p>4</p>
<p>Week 8</p>	<p>Topic: Chapter 7 – STANDARD PRODUCT COSTS AND PRICING STRATEGIES</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Summarize the benefits of standard recipes, and explain the procedures involved in using standard recipes. • Determine standard food and beverage costs. <p>Activity: Calculation Test</p> <p>Further reading for this lesson:</p> <p>ChefDesk – http: www.chefdesk.com</p> <p>ChefTalk – http: www.cheftalk.com</p> <p>CALCMENU 2004 – http: www.clacmenu.com</p>	
<p>Week 9</p>	<p>Topic: Chapter 7 – STANDARD PRODUCT COSTS AND PRICING STRATEGIES</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Determine the four subjective menu pricing methods, explain the value of the two main objective pricing methods, and describe the role of pricing in managing a successful and competitive food and beverage operation. <p>Activity: Optional Test</p> <p>Further reading for this lesson:</p> <p>FoodSoftware.com – http: www.foodsoftware.com</p> <p>Optimum Control Restaurant Management Software http : www.tracrite.net</p> <p>Eatec Corporation – http: www.eatec.vom</p>	<p>4</p>
<p>Week 10</p>	<p>Topic: Chapter 8 – PREPARING FOR PRODUCTION</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Describe the various roles of purchasing, receiving, storing and issuing as each function relates to food production. • Describe the various roles of purchasing, receiving, storing, and issuing as each function relates to alcoholic beverage service. • List the benefits that technology use can provide in the production of food and beverages. <p>Activity: Optional Test</p> <p>Further reading for this lesson: Ninemeier, <i>Planning and Control</i>, and Micheal L.Kasavana and John J.Cahill, <i>Managing Technology in the Hospitality Industry</i>, 4th ed. (Lansing,Mich : Educational of the American Hotel & Lodging Association,2003)</p> <p>Gordon Food Service – http: www.gfs.com</p> <p>Instill Corporation – http: www.instill.com</p>	
<p>Week 11</p>	<p>Topic: Chapter 9 - PRODUCTION</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain how production planning can help meet and exceed guest expectations. • Identify the major functions and basic principles of food production. • Demonstrate proper preparation and cooking methods for fruits and vegetables. • Identify and describe the four common characteristics of meat and poultry and summarize their cooking considerations and methods. <p>Activity: Optional Test</p>	<p>4</p>
<p>Food and Beverage Management</p>		<p>7</p>

	<p>Further reading for this lesson:</p> <p>American Meat Institute – http: www.meatami.org</p> <p>Fleishmann’s Yeast – http : www.breadworld.com</p> <p>North American Meat Processors Association http: www.namp.com</p>	
Week 12	<p>Topic: Chapter 9 – PRODUCTION</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Describe cooking considerations when preparing fish, eggs, and dairy products. • List common ingredients used when preparing baked products and explain the effects each has on the finished product. • Describe how meet or exceed guest expectations when making and serving coffee and tea. • Outline the primary concerns of managers during food and beverage production, including various control activities used to meet these concerns <p>Activity: Review Questions</p> <p>Further reading for this lesson:</p> <p>International Dairy Foods Association – http: www.idfa.org</p> <p>Produce Marketing Association – http: www.pma.com</p> <p>United States Department of Agriculture (USDA) http: www.usda.gov</p>	4
Week 13	<p>Topic: Chapter 10 – FOOD AND BEVERAGE SERVICE</p>	4

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Identify and describe four types of table service and at least two other food service categories, as well as the ingredients of an enjoyable dining experience for guests. • Summarize pre-opening concerns and activities. • Describe what goes into providing good service to guest, and demonstrate a sample service sequence including procedures for serving alcoholic beverages with care. <p>Activity: Optional Tests</p> <p>Further reading for this lesson: Lendal H. Kotschevar and Mary L.Tanke, <i>Managing Bar and Beverage Operations</i> (East Lansing, Mich : Educational Institute of the American Hotel & Lodging Association, 1991)</p> <p>NCR Corporation – http: www.ncr.com</p>	
<p>Week 14</p>	<p>Topic: Chapter 10 – FOOD AND BEVERAGE SERVICE</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Identify the computer hardware and software used in the service process and demonstrate proper usage procedures. • Explain revenue control procedures for food servers and beverage personnel. • Explain and use suggestive selling. <p>Activity: Practical Test</p> <p>Further reading for this lesson: Ronald F.Cichy and Philip J.Hickey, Jr, <i>Managing Service in Food and Beverage Operations</i>, 3rd ed. (Lansing, Mich: Educational Institute of the American Hotel & Lodging Association, 2005)</p> <p>The Wireless Waitress – http : www.progressiveteam.com/catalog/demo/wireless.php</p>	<p>4</p>
<p>Week 15</p>	<p>Topic: Chapter 11 – SANITATION AND SAFETY</p>	<p>4</p>

	<p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Explain and identify the causes of unsafe food, and list the basic types of food-borne illnesses. • Discuss the effects that personal cleanliness and clean-up procedures can have on food quality and service. • Describe the role OSHA plays in keeping the workplace safe. • Outline management's role in sanitation and safety programs including first aid requirements. <p>Activity: Optional Test</p> <p>Further reading for this lesson: Ronald F. Cichy, Quality Sanitation Management (East Lansing, Mich: Educational Institute of the American Hotel & Lodging Association, 1994), pp 4-6, 9-21.</p> <p>Gateway to Government Food Safety Information http: www.foodsafety.gov</p> <p>Occupational Safety & Health Administration (OSHA) http: www.osha.gov</p> <p>Food Safety and Inspection Service (FSIS) http: www.fsis.usda.gov</p>	
<p>Week 16</p>	<p>Topic: Chapter 12 – FACILITY DESIGN, LAYOUT AND EQUIPMENT</p> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Outline and describe the layout and design planning process. • List and briefly discuss kitchen design factors, explaining how different kitchen layout affect work flow. <p>Activity: Optional Test</p> <p>Further reading for this lesson: NSF/ANSI, Descriptive Details for Food Service Equipment Standards, (Ann Arbor, Mich: NSF International, 2003)</p>	<p>4</p>

<p>Week 17</p>	<p>Topic: Chapter 12 – FACILITY DESIGN, LAYOUT AND EQUIPMENT</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Summarize considerations that are important in redesigning receiving and storage areas, dining areas, and lounge areas. • Identify factors in food and beverage equipment selection, describing different types of equipment necessary for cooking food and serving beverages. <hr/> <p>Activity: Review Questions</p> <hr/> <p>Further reading for this lesson:</p> <p>North American Association of Food Equipment Manufacturers (NAFEM) – http: www.nafem.org</p> <p>Foodservice Consultants Society International (FCSI) http: www.fcsi.org</p> <p>Foodservice Equipment Distributors Association (FEDA) http: www.feda.com</p>	<p>4</p>
<p>Week 18</p>	<p>Topic: Chapter 13 – FINANCIAL MANAGEMENT</p> <hr/> <p>Learning Outcomes:</p> <p>After completing this unit, students should be able to:</p> <ul style="list-style-type: none"> • Describe the origins and the advantages of uniform systems of accounts. • Explain how an operations budget is used as a standard. • Identify the components and uses of income statements and balance sheets. <hr/> <p>Activity: Review Questions</p> <hr/> <p>Further reading for this lesson: <i>Uniform System of Accounts for the Lodging Industry</i>, 9th rev ed. (East Lansing, Mich: Educational Institute of the American Hotel & Lodging Association, 1996)</p>	<p>4</p>

Week 19	Topic: Chapter 13 – FINANCIAL MANAGEMENT		4
	Learning Outcomes: After completing this unit, students should be able to:		
	<ul style="list-style-type: none"> • Describe and demonstrate liquidity, solvency, activity, profitability, and operating ratios. • List and briefly discuss fundamental accounting tasks typically performed by software programs. 		
	Activity: Optional Test		
Further reading for this lesson: NIL			
Week 20	Topic: REVISION CLASS		4
	Learning Outcomes:		
	<ul style="list-style-type: none"> • After completing this unit, students should be able to revise the topics and the main points covered in this subject. 		
	Activity: Final Exam		
Further reading for the lesson: NIL			
Total		80	
12. Text	Compulsory	Jack D. Ninemeier, <i>Food and Beverage Management</i> , Third Edition, Education Institute of American Hotel and Lodging Association.	
	Reference	http: www.erestaurantservices.com http: www.foodservice.com http: www.restaurant.org http: www.fda.gov http: www.ei-ahla.org	

