

9 FOOD AND BEVERAGE MANAGEMENT

Prerequisites: All courses in specialty (Capstone)

Credits: 4

Overview

This course examines practices pertinent to the management of food, beverage, labour, facilities and equipment.

General Objectives

This course is designed to enable students to:

- 1 critically appraise the particular problems of volume food production and service, recognize solutions adopted by management and propose alternative and effective solutions to those problems
- 2 isolate and compare the elements common to profitable food and beverage provision systems, recognizing the particular differences within and between each system
- 3 examine the cultural dimensions of food and beverages
- 4 make an enlightened contribution to current industrial practice and development of management techniques within the food and beverage area.
- 5 appreciate the importance of positive service encounters.

Learning Outcomes

Upon successful completion of this course, the learner will:

- 1 develop awareness of aspects of planning and design and layout of the kitchen and restaurant
- 2 identify and analyze the role of ergonomics and interior design in planning and designing a restaurant.
- 3 discuss the role of food in history and culture
- 4 assess the determinants of pleasure in eating and drinking
- 5 discuss food and drink as social, political and economic phenomena
- 6 use the Gastronomic principles to enhance food and Drink provision

- 7 explain the relationship between customer preferences and expectations and the ability to provide for them
- 8 discuss the significance and limitations of current products of the food technology industry
- 9 use previous knowledge of contemporary nutritional trends to develop viable, nutritionally sound menus to satisfy customer preferences and expectations

Topics

1.0 The Kitchen and Dining Room Organization

Objectives

Upon completion of the topic the student will be able to:

- 1.1 plan and design the layout of a kitchen and dining room
- 1.2 discuss the importance of equipment and facility maintenance.
- 1.3 evaluate the effects of a kitchen on the overall Food and Beverage operation.
- 1.4 discuss the criteria for equipment selection.
- 1.5 survey, establish and evaluate why customers decide to use a particular restaurant

Content

- Characteristics of room such as, size
- Equipment selection: cost, flexibility, durability, replacement cost, availability of replacements
- Selection of materials to be used: furniture and fittings, colour, patterns, textures
- Positioning of main services: water, electricity
- Access: kitchen, bar, cellar, reception
- Atmosphere: lighting, heating, music.
- Menu aspects: themes, types.
- Work flow.
- Hygiene.
- Ease of cleaning.
- Style of food service to be used: skill level of staff.
- Customer expectations.
- Produce life: design fatigue.
- Effects of refurbishment on profitability: increase customer turnover, staff morale.

2.0 Food and Beverage Management Skills

Objective

Upon completion of the topic the student will be able to:

- 2.1 establish and appraise the technical skills of those who contribute to the delivery system and the service encounter

Content

- Technical skills
- Customer care skills
- Supervisory skills
- Attitude and aptitude
- Decision skills, problem identification and solving
- Monitoring and control skills

3.0 Technological Developments

Objective

Upon completion of the topic the student will be able to:

- 3.1 discuss the wider context in which food and drink are utilized. In particular, as reflected in current technological developments in processing, preparation and service

Content

- The Physiological Perspective:
 - Human digestion and absorption
 - Food as a source of nutrients
 - Special and specific needs arising from
 - Nutritional disorders
 - Ethnic and religious requirements
- The Sociological/Psychological Perspectives:
 - The effects of history, culture, religion, ethnic and regional differences
 - The effects of demography and travel
 - The effects of fad and fashion and of group norms
 - Individual differences and preferences
 - The role of situational variables
 - Perceptions of quality and value
 - Motivational and needs satisfaction
- The Economical/Political Perspective:
 - Food as a scarce resource
 - Influences on public choice through advertising, publicity and guides
 - Choice as affected by availability, cost and distribution
 - Causes of eating away from home
 - Procurement, production and 'delivery' costs and the continuing pressure for economy

- The Marketing Perspective:
 - The search for 'Uniqueness' of product
 - Product 'Life Cycle' and the development of menus
 - The effects of various pricing strategies
 - The role of personalities in Gastronomy
- The Technological Perspective:
 - Preservation and processing methods
 - Historical development
 - Foods involved
 - Limitations
 - Economic value (harvest peaks and convenience)
 - Culinary benefits
 - Sensory and organoleptic evaluation

4.0 Factors Which Influence the Selection of Food

Objective

Upon completion of the topic the student will be able to:

- 4.1 discuss the factors which influence the selection of food and beverages by the consumer

Content

- Sensory evaluation of food and beverage
- Consumer perception of quality and value
- Organoleptic testing
- Social, economic, political and climatic factors

5.0 Menu Issues

Objective

Upon completion of the topic the student will be able to:

- 5.1 develop viable menus to satisfy customer preferences and expectation

Content

- Identify preferences and expectations (including ethnic and cultural groups and nutritional disorders)
- Contemporary nutritional issues and trends
- Menu analysis
- Nutritional analysis and necessary adjustments
- Present and justify a viable menu
- Consumer evaluation of menu items

6.0 Management Fundamentals

Objectives

Upon completion of the topic the student will be able to:

- 6.1 discuss how food service operations are different from other businesses
- 6.2 describe management organization changes in preparation and training

Content

- Volume food service history
- Management structures
- Management functions

7.0 Human Resource Management

Objectives

Upon completion of the topic the student will be able to:

- 7.1 outline the principles of effective personnel management
- 7.2 organize and plan the utilization of the work force

Content

- Manpower planning
- Hiring process
- Orientation training

8.0 Food and Beverage Preparation and Service

Objectives

Upon completion of the topic the student will be able to:

- 2.1 explain how changes in food preparation and service systems have been prompted by social changes
- 2.2 explain how convenience foods were a logical, necessary development
- 2.3 describe the specific functions in a food preparation and delivery system and how they inter-relate
- 2.4 discuss the factors affecting design, space allocation and equipment selection
- 2.5 describe the various important elements that are included in the operations “blueprint” (the menu)
- 2.6 cost a recipe and menu
- 2.7 explain the terms and principles used in purchasing, storage and inventory control.

Content

- Preparation and service techniques
 - convenience food
 - health, organic and natural foods
 - future food concerns
- Techniques and Terminology
 - procedural systems
 - basic food preparation
 - cooking procedures
- Facilities, Tools and Equipment
 - physical plant
 - equipment selection
 - hand tools and use
- Menus and Recipes
 - forms of menus
 - pricing
 - recipe development
- Purchasing and storage
 - purchase specification
 - receiving
 - storing

9.0 Sanitation and Safety

Objectives

Upon completion of the topic the student will be able to:

- 9.1 explain the necessity of having sound sanitation and safety programmes
- 9.2 describe conditions that are prevalent for bacterial contamination and multiplication

Content

- Sanitation
- Problem areas
- Safety related to sanitation

10.0 Management of Beverage System

Objectives

Upon completion of the topic the student will be able to:

- 10.1 discuss the importance of controls and standards
- 10.2 set up these controls and procedures for a typical establishment

Content

- Standards and controls
- Purchasing controls
- Storage controls

11.0 Merchandising of Beverage System

Objective

Upon completion of the topic the student will be able to:

- 11.1 develop a programme to merchandise, promote and sell beverages

Content

- Alcoholic beverage sales and service
- Suggestive selling

Instruction Format

Lecture

Discussion
Demonstration
Multi-media presentations

Assessment and Evaluation

Two individual assignments – 20%
One group assignment – 20%
Examination – 60%

Recommended Text

Food & Beverage Management, 3rd Edition (1998).
Bernard Davis, Andrew Lockwood & Sally Stone;
published by Butterworth & Heinemann.

Management of Food and Beverage Operations, 5th
Edition 2010, J D Ninemier; published by AH & LA

Food and Beverage Management, 3rd Edition 2011,
D Foskett, A Pennington & J Cousins; published by
Goodfellow

Resources

Remarkable Service, Culinary Institute of America;
published by Wiley and Sons.

Planning and Control for Food and Beverage
Operations, Jack Ninemier.

Attendance

Students are encouraged to attend all class sessions as
all information presented may not be covered in the
required text. Participation of students is an integral
component of the learning process.