

Food and Beverage Management

This module focuses on the analysis of the operations and determines the best course of action in food & beverage operations and management. It examines the ways to maximize service efficiency and productivity to satisfy demands of today's guests. Topics also include organization of food & beverage operations, marketing, nutrition, menu, standard product costs & pricing strategies, productions, service, cost controlling, facility design, layout and equipment.

Learning outcomes

On successful completion of this module, students should be able to:

- Identify the major factors affecting the growth of the food and beverage industry.
- Understand the customer.
- Develop a marketing plan.
- Promote the operation.
- Understand the pricing and designing of the menu.
- Understand the important of delivering high quality service.
- Understand the important of physical facility.
- Develop procedures for the effective purchasing, receiving, storing, and issuing of items used in the operation.
- Understand the important of kitchen equipment selection, maintenance and energy management
- Exercise effective cost controlling
- Learn about the concept of risk management and the safeguarding of assets.

Syllabus

- Food and Beverage Operations and Management
- Developing the Consumer-Product Relationship
- Food Production
- Beverage Control
- Designing Operational Areas, Equipment and Staffing of Foodservice Operations
- Food and Beverage Service
- Performance Appraisal and Decision Making

Lesson Plan

Session	Subject
1	Food and Beverage Operations and Management
2	Food and Beverage Operations and Management
3	Developing the Consumer-Product Relationship
4	Developing the Consumer-Product Relationship
5	Food Production
6	Beverage Control
7	Designing Operational Areas, Equipment and Staffing of Foodservice Operations
8	Designing Operational Areas, Equipment and Staffing of Foodservice Operations
9	Food and Beverage Service
10	Food and Beverage Service
11	Performance Appraisal and Decision Making
12	In-class test/presentation
13	Revision
14	Revision

Recommended Textbook

'Contemporary Food and Beverage Management', Author: Dai Gui Bao, Bei Jing Univerity Publisher.

Food and Beverage Management by, John Cousins, David Foskett and Caolein Gillespie. Second edition, Published by Financial Times, Prentice Hall

Caserani,V; Kinton, R and Foskett, D (2004), Practical Cookery, (Hodder and Stoughton)

'Contemporary Food and Beverage Management', Author: Dai Gui Bao, Bei Jing Univerity Publisher.