

PRE-REQUISITE

THM-103 Introduction to Tourism and Hospitality

LEARNING OUTCOMES

Upon completion of this course the students will be able to:

1. Demonstrate an understanding of food and beverage management and its impacts on the various areas within hospitality organizations.
2. Demonstrate an understanding of the internal and external factors that affect any business or hospitality organization.
3. Demonstrate an understanding to different ways to service the beverages.
4. Demonstrate the handling of knife in the kitchen
5. Demonstrate the various ways to cut vegetables.
6. Demonstrate an understanding the various ways of service

COURSE INTRODUCTION AND OBJECTIVES

This is a senior level course designed to provide complete understanding of Food and beverage in the hospitality industry.

Module-1 Introduction

- Introduction of Food and Beverage department, Overview of F&B in different hotels, Organizational structure,

Module-2 Services

- Complete service protocol, Service ethics, Types of restaurant, Handling difficult situation in restaurant,

Module-3 Menu

- Menu planning, design and price control, Knowledge about alcoholic and non-alcoholic beverages, Hotel room service complete knowledge, Food menus and beverage list

Module-4 Record Keeping

- An overview of Food and beverage control, financial aspects in F&B, Receiving, Storing and issuing, Beverage controlling, Control and keeping methods of inventory, Food and Beverage service methods

Module-5 Restaurant Management

- Food and beverage management in fast food and popular caterers, Consideration of opening a new outlet, Turnover ratio in a restaurant,

Module-6 Sales and Marketing

- Sales and marketing in food and beverage department, Managing quality in food and beverage operations,

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Bali, P. S. (2021). Food Production Operations (2nd Revised edition). OXFORD UNIVERSITY PRESS.
2. Ninemeier, J. D. N. (2018). Planning and Control for Food and Beverage Operations, (9th ed.). American Hotel & Lodging Association, Educational Institute.
3. Cichy, R. F. C., & Hickey, P. J. H. (2017). Managing Service in Food and Beverage Operations (5th ed.). American Hotel & Lodging Association, Educational Institute.
4. Singh, N. M. (2016). Training Manual for Food and Beverage Services (Vol. 1). I.K. International Publishing House Pvt Ltd.
5. Ninemeier, J. D. N. (2015). Management of Food and Beverage Operations, (6th ed.). American Hotel & Lodging Association, Educational Institute.
6. Andrews, S. (2013). Food and beverage service: A training manual. Tata McGraw-Hill Education.
7. D'Souza, E. (2012). Food and Beverage: A Practical Guide.
8. Ojugo, C. (2010). Practical food and beverage cost control. Cengage Learning.

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1. Demonstrate an understanding of food and beverage management and its impacts on the various areas within hospitality organizations.
2. Demonstrate an understanding of the internal and external factors that affect any business or hospitality organization.
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4. Demonstrate the handling of knife in the kitchen
5. Demonstrate the various ways to cut vegetables.
6. Demonstrate an understanding the various ways of service

CONTENTS

Introduction to Food and Beverage equipment, Overview of F&B structure in different hotels, Practical of Complete service protocol, Practice Service ethics, Menu presentation, Hotel room service complete practice, Quality in food and beverage operations, Practice of Food, and beverage control, Storing and issuing procedure, Inventory controlling, how to cut vegetables, how to work in hot, cold, and pastry part of a kitchen, Practicing of dining room services, Safety measures in kitchen. Presentation and practical test.

Module -1 Introduction

- Introduction of Food and Beverage department.
- Overview of F&B in different hotels, Organizational structure.
- Complete service protocol, Service ethics.
- Types of restaurants, Handling difficult situation in restaurant.

Module -2 Menu

- Menu planning, design, and price control.
- Knowledge about alcoholic and non-alcoholic beverages.
- Hotel room service complete knowledge, Food menus and beverage list.

Module -3 Record Keeping

- Overview of Food and beverage control, financial aspects in F&B.
- Receiving, Storing, and issuing, Beverage controlling.
- Control and keeping methods of inventory, Food and Beverage service methods.

Module-4 Restaurant Management

- Food and beverage management in fast food and popular caterers.
- Consideration of opening a new outlet, Turnover ratio in a restaurant.
- Sales and marketing in food and beverage department, Managing quality in food and beverage operations.

TEACHING – LEARNING STRATEGIES

- Lecture Based Examination
- Presentation/ Seminars
- Class Discussion
- Quizzes

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

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- Classroom Participation
- Attendance, Assignments, and Presentation
- Homework
- Attitude and Behavior
- Hands-on-Activities
- Short Tests, Quizzes etc.

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RECOMMENDED TEXTBOOKS & SUGGESTED READINGS:

1. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). Food and beverage management. Routledge.
2. Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and beverage service. Hachette UK.
3. Theng Loo, P. (2012). Food and beverage management for the hospitality, tourism, and event industries.
4. Miller, J. E., Hayes, D. K., & Dopson, L. R. (2002). Food and beverage cost control. Wiley.
5. Lillicrap, D. R., Cousins, J. A., & Smith, R. (1971). Food and beverage service. Edward Arnold.