

THM-303 Food and Beverages Management (Theory)

(02 Credit hrs)

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.

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.