

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy		
Field of Knowledge:	Science		
Faculty/School:	Legal and Business Science		
Course:	FOOD AND BEVERAGE MANAGEMENT		
Type:	Optional	ECTS credits:	6
Year:	3	Code:	1476
Teaching period:	Fifth semester		
Area:	Hotel and restaurant administration		
Module:	Discipline		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

Teaching staff	E-mail
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SUBJECT DESCRIPTION

This course explores the core principles and practices of food and beverage management systems. Its main purpose is to examine the operational efficiency of food and beverage production and service facilities in the international hospitality industry. Its aim is to develop management aspects, including the functions, operations and organization of the food and beverage department, managing the clients and control system in a hotel.

The course also provides information on purchasing, approach techniques in food and beverage marketing and sales based on the design, planning and controlling of the menu and different outlets in a hotel, trends and development.

GOAL

By the end of the course, the student has to be capable to understand the complexity of the hospitality industry by identifying the size and scope of food and beverage operations and the key responsibilities of food and beverage managers and recognize the manager's role in ensuring coherence.

Interiorizing and acquiring the knowledge of the critical elements of the operations and management of food and beverage service, the student will be familiar with theoretical concepts of food and beverage cost control and understand some of the basic operating ratios and the value of a purchasing schedule.

The student will have a global and particular overview of a hotel business in the fields of food and beverage. Understand the process of staff recruitment and calculate staff turnover, understand the basics of sales and marketing for F&B operations in a hotel, managing quality and challenges facing the management quality of F&B.

As key delivery of the course, the student gets a practical application of the design, planning and controlling of the menu and different outlets in a hotel, sales strategies and development.

PRIOR KNOWLEDGE

Food and Beverage Management is an extended course of previous " Food and Beverage Service" held on 1st year. The student has to be familiar with topics as:

1. Food and Beverage Service
2. Food and Beverage sectors of hotel
3. Product knowledge
4. Restaurant procedures and operations
5. Promoting and selling products

Although all these concepts have been covered in the previous course a short review and practical cases in the hospitality industry will refresh and update previous skills.

COURSE SYLLABUS

1. Introducing Food and Beverage operations and management
2. The restaurant Sector
3. Developing the concept
4. The Menu: Food and Beverage
5. Food and Beverage Operations: Purchasing and storage
6. Food and Beverage control
7. Operational Areas, Staffing, Scheduling
8. Food and beverage marketing: Promoting and selling products, trends and developments
9. Managing Quality in food and beverage operations

EDUCATION ACTIVITIES

METHODOLOGY / LEARNING ACTIVITIES Presential MASTER LESSON: Unlike classical lecture, where the main weight lies on the teacher, in participatory lecture we want the student to pass from a passive to an active role, encouraging their participation. This requires a good structure of content, a professor clear exposition and be

able to hold the attention and interest of the student, encouraging their participation and curiosity by giving suggestions, questions, readings, etc.

INDEPENDENT WORK. With this approach the student takes the initiative with or without the help of others (teachers, peers, tutors, mentors). He/She will search for their learning needs, formulate learning goals, identify the resources you need to learn, choose and implement appropriate learning strategies and evaluates the results of their learning. The teacher becomes the guide, facilitator and source of information that assists in the self-learning style. This methodology will be of particular interest for the development of skills related to self-research .

COOPERATIVE TEAM WORK : The number of students in our university we scheduled allows working in small groups. Cooperative team work is defined as "instructional strategies in which students are divided into small groups and are evaluated on group productivity", which puts both individual responsibility as positive interdependence, It´s an American professional teamwork game .

CASE METHOD: Learning adquisition through case studies or actual management situations. This technique of active learning, focusing on research student on a real and specific problem, helps students acquire the basics for an inductive kind of study.

TUTORIAL SYSTEM ACTION: including interviews, focus groups, self reports and tutorial reports.

RESEARCH: Finding information with a previous target from various sources and documents, analysis and synthesis of data and development of conclusions, alone or in collaboration with other researchers or departments outside the classroom.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master Lessons and professional lecture 45h Case-Study Method and Class Discusion 5h Team and individual work presentations 5h Outdoor complementary activities 5h	Study of successful practices and cases 40h Independent work, adapting class-notes and visits knowledge 20h Development and research of class-based-concepts 15h Visit to F&B outlets 15h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To understand the different forms of leadership that an individual may possess and commit to the development of

personal skills: temperament, character and personality.

To adopt a personal and institutional ethical commitment in the workplace.

To develop professional skills such as humility in the workplace, consistency in practice, tidiness and discipline, objective self-criticism and the spirit of achievement.

To recognise the importance of the social and environment elements of one's professional and business activity and of the need for a professional code of ethics.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To understand and know how to keep up to date on the current situation in the field of gastronomy: the needs, the market and the applications of the gastronomy, hotel and culinary arts sector.

To be able to interpret the financial statements of the company and to assess and manage costs as decision-making tools.

To always consider the customer as the raison d'être of the company.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's right and as a competitive advantage of marketing.

To develop the ability and skill of valuing times and costs; the economy of expenses, the use of products and the design of hotel menus and services using financial criteria.

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

To be familiar with and know how to inter-relate all functional areas of the company.

LEARNING RESULTS

By the end of the course, the student design and define key skills of food and beverage managers and assign and organize a list of duties and responsibilities. Design an organization chart with a job description in the field of Food and Beverage Department.

Explain and design the nature of the meal experience and develop the consumer-product relationship and outlets by different cases of studies focus on identifying challenges in contemporary settings where culture and community values impact on the provision on the demand.

Acquires a theoretical and practical knowledge of services quality in Food and Beverage Department, by studies examples of how quality management works in practice. The measurement of this objective depends on the needs and expectations of customers.

Recognize the value of a purchasing schedule to management by designing a purchasing and storage schedule and taking into consideration different factors: work out stock turnover, controlling the provision of F&B products and services catering and monitoring F&B prices and achieving competitive rates.

Analyse and design the methods of food and beverage control. Perform a break-even analysis and understand the budget. Controlling function including the comparasion of actual performance to the forecast and taking any necessary steps to correct any desviation: the controlling must be done by observation, analysis of accounting records and reports as well as the basic of revenue control and operating ratios.

Be aware of recent trends in a food and beverage department. Identify the influence of the marketing and social media on consumer behavior, by analysing the market and having a practical session with a gastronomic influencer .

Identify key issues with the nature of demand for food and beverage products by designing a guideline, food and beverage initiatives. Gather resources , determine SMART objectives, and design the annual calendar for a restaurant or outlet.

Works on selling and marketing strategy, acquires a practical knowledge of selling and upselling. Design forecasts and budgets and reports for F&B Department, planning sales and marketing strategies in order to rates and seasonality of demand.

Design and analysis The Menu and the point of sales by different cases of studies and factors: Menu engineering, attending to the profitability and popularity and Omnes Principles. Adopt and design different pricing policy bases on costs and demand.

Planning and organizing the process of staff recruitment in F&B Department and identify the process of supervision and communication, based on the needs of the customer services and outlets.

Acquires a practical application of staff scheduling in F&B department and develop work schedules taking into account the cost recruitment.

LEARNING APPRAISAL SYSTEM

STUDENTS WITH CONTINUOUS ASSESSMENT:

Every exam involved in continuous assessment shall be subject to the provisions of the Evaluation Grades in Business Administration Policy.

Written or oral tests, developmental, multiple choice or short answer: Weight 70%

Daily activities and exercises: Weight 10%

Individual and team work: 15%

Attendance, participation and activities in the classroom: 5%

Students will not pass the subject unless the exam has been passed with a score of 5 out of 10.

ACADEMIC EXEMPTION OR DISPENSATION:

The students that for a justified reason (health problems or any other important matter) and always with the agreement and the approval of the academic director, cannot attend the scheduled lessons will be evaluated just with the written theory exam and the practical case. In this case the written exam will weigh 75% and the practical case will weigh 25%.

STUDENTS OF SECOND OR SUBSEQUENT ENROLLMENTS:

The students of second or subsequent enrollments will have the two above mentioned options, it is mandatory to communicate to the chosen option to the professor at the beginning of the semester.

The student will not be able to pass the subject with just one assessment.

EXTRAORDINARY EXAM:

In this case the assessment criteria applied will be the same as the two previous ones.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

B.Davis, A. Lockwood, S.Stone.Food and beverage management. Fifth Edition

Additional

Lendal H & Luciani, Valentino (1996) Presenting service: the ultimate guide for the foodservice professional. New York: Jon Wiley & Sons

John Cousins, Dennis Lillicrap, Suzanne Weekes; Food and beverage service, 9th edition (2014) . London: Hodder Education

Paul R. Dittmet and Gerald G. Griffin; Food, Beverage and Labor Cost Controls for Hotels and Restaurants, Fourth Edition

Gordon Gee; Calculations for hospitality and Catering, Third Edition