



Module Structure

Module Title: Food and Beverage Operations

Module Code: HTPM 112

Programme of Study/Year of Study: Hospitality & Tourism Management/Year 1

Group: HTMI

Semester: Fall

Number of Hours Taught: 2 per week

ECTS: 3

Instructor: Margaritis Antoniadou

Office Hours: Monday & Friday: 14:00 - 14:30, Tuesday: 08:00 – 10:00

Office Number: 216

Office Tel:

22404820

email address: mantoniades@hhic.mlsi.gov.cy

Pre-requisite(s) : No previous background assumed

Module Rationale

This module is designed to introduce students to the operation of the food and beverage department and present the fundamental functions and importance of the food and beverage department in hotel operations and other contexts. It familiarises students with the food and beverage department positions within the food and beverage industry and provides them with an understanding of operational tasks, procedures, systems and the food and beverage department's integration in the overall hotel operation and other contexts. The module also facilitates the choice of specialisation area in the second year of studies.

Aims

This course aims to provide students with a basis for understanding the various challenges and responsibilities involved in food and beverage operations. It examines the whole spectrum of the food and beverage department in hotel operations and other contexts. Students will familiarise themselves with main responsibilities, tasks, procedures and systems of the food and beverage department.

Intended Learning Outcomes

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

1. identify reasons why some people open restaurants,
2. list some challenges of food and beverage operations,
3. outline the history of restaurants,
4. distinguish between commercial and Institutional food and beverage operations and services,
5. compare and contrast chain, franchised and independent F & B operations,
6. identify kinds and characteristics of restaurants,
7. explain relationship between concept and market,
8. explain why restaurant concepts fail,



9. identify qualities of successful restaurant concepts
10. examine factors to consider when choosing location,
11. examine and understand the three levels of management and the various production and service positions in a food and beverage operation,
12. understand the organisation charts and the various organisational structures in F & B operations,
13. explain the importance of good nutrition and concerns as they relate to food service operations,
14. examine and understand the whole spectrum of food and beverage department including the importance of menu planning, costing and pricing, food and beverage control systems such as purchasing, receiving, storing and issuing and the role of technology,
15. understand the major functions and principles of food production,
16. examine the factors involved in facility design, layout, and equipment selection for a food and beverage operation,
17. explain and identify the causes of unsafe food, and list the basic types of foodborne illnesses,
18. outline proper sanitation procedures and techniques,
19. identify common food service accidents and ways to prevent them,
20. examine various financial statements and ratios used by food and beverage operations.

Delivery Methods:

Lectures, discussion, projects, coursework, and case studies

Assessment:

Coursework	30%
Final Examination	30%
Mid-Term Exam	15%
Case studies & Test	25%

Module Requirements

Refer to the students' manual for the module requirements.

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	03/10–07/10	<ul style="list-style-type: none"> • Introduction to Food and Beverage Operations • Origins and development of food service in hotels restaurants and institutions • Commercial and non-commercial food service operations • Types of food service facilities • The future of food service industry 	Chapter 1 Jack D. Ninemeier (2010), <i>Food and Beverage Management</i> , (5 th Ed.), American Hotel & Motel Association,
2.	10/10-14/10	<ul style="list-style-type: none"> • Reasons why some people open restaurants • List some challenges of F & B operations • Compare the advantages and 	Chapter 1 Walker John R. (2011), <i>The Restaurant From Concept to Operation</i> , (6 th Ed.), John



Week	Dates	Topics to be Covered	Reference Chapter / Material
		<p>disadvantages of buying, building, and franchising restaurants</p> <ul style="list-style-type: none"> Factors that influence success of a F & B operation <p>Case Study 1: "What type of outlet?"</p>	<p>Wiley and Sons Inc.</p> <p>Chapter 2</p> <p>Dennis L. Foster (2010), <i>Food and Beverage Operations</i>, Mundus,</p>
3.	17/10-21/10	<ul style="list-style-type: none"> List and describe the various kinds and characteristics of restaurants Compare and contrast chain, franchised, and independent restaurant operations Describe advantages and disadvantages of Chef-owned restaurants Identify several well-known celebrity chefs <p>Project 1</p>	<p>Chapter 2</p> <p>Walker John R. (2011), <i>The Restaurant From Concept to Operation</i>, (6th Ed.), John Wiley and Sons Inc.</p>
4.	24/10-28/10	<ul style="list-style-type: none"> Explain relationship between concept and market Why restaurant concepts fail Qualities of successful restaurant concepts Factors to consider when choosing location Factors to consider when developing a restaurant concept <p>Test</p>	<p>Chapter 3</p> <p>Walker John R. (2011), <i>The Restaurant From Concept to Operation</i>, (6th Ed.), John Wiley and Sons Inc.</p>
5.	31/10-04/11	<ul style="list-style-type: none"> Organisation of Food and Beverage Operations The three levels of management and the various production and service positions in a food and beverage operation Organisation charts and the various organisational structures in F & B operations 	<p>Chapter 2</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association,</p>
6.	07/11-11/11	<ul style="list-style-type: none"> Explain the importance of good nutrition and list and define the six basic nutrients Describe the value of recommended dietary allowances, the Food Guide Pyramid, and nutrition labeling Describe nutrition concerns as they relate to food service functions, including: menu planning, purchasing, storing, preparation, and recipe development 	<p>Chapter 5</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association,</p>

Week	Dates	Topics to be Covered	Reference Chapter / Material
7.	14/11-18/11	<ul style="list-style-type: none"> Identify the three basic categories of menu pricing styles and describe the two varieties of menu schedules Describe differences in breakfast, lunch, and dinner menus, and list some of the most common specialty menus Explain steps involved in menu planning and menu design, and explain the value of periodic menu evaluation <p>Mid-Term Exam: 18/11/2016</p> <p>Case Study 2: "The Perils of Menu Planning"</p>	<p>Chapter 6</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association,</p> <p>Jack D. Ninemeier (2004), <i>Planning and Control for Food and Beverage Operations</i>, (6th Ed.), American Hotel & Motel Association.</p>
8.	21/11-25/11	<ul style="list-style-type: none"> Preparing for Production Purchasing and Receiving in food and beverage operations and the role of technology Storing and Issuing in food and beverage operations and the role of technology <p>Case Study 3: "Theft from the storage room"</p> <p>Project 2</p>	<p>Chapter 8</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association</p> <p>Jack D. Ninemeier (2004), <i>Planning and Control for Food and Beverage Operations</i>, (6th Ed.), American Hotel & Motel Association</p>
9.	28/11-02/12	<ul style="list-style-type: none"> Major functions and basic principles of food production and planning Identify major functions and basic principles of food production Identify various cooking considerations for different menu items Describe how to meet or exceed guest expectations when making and serving coffee and tea 	<p>Chapter 9</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association</p>
10.	05/12-09/12	<ul style="list-style-type: none"> Sanitation and Safety in Food and Beverage Operations Causes of and ways to prevent accidents and food-borne illnesses in food and beverage operations 	<p>Chapter 11</p> <p>Jack D. Ninemeier (2010), <i>Food and Beverage Management</i>, (5th Ed.), American Hotel & Motel Association</p>
11.	12/12-16/12	<ul style="list-style-type: none"> Factors involved in facility design, layout and equipment selection for a food and beverage operation 	<p>Chapter 12</p> <p>Jack D. Ninemeier (2010), <i>Food</i></p>

Week	Dates	Topics to be Covered	Reference Chapter / Material
			<i>and Beverage Management</i> , (5 th Ed.), American Hotel & Motel Association
12.	19/12-22/12	<ul style="list-style-type: none"> Various financial statements and ratios used by food and beverage operations 	Chapter 13 Jack D. Ninemeier (2010), <i>Food and Beverage Management</i> , (5 th Ed.), American Hotel & Motel Association
23/12/16 – 06/01/17		CHRISTMAS HOLIDAYS	
13.	09/01-11/01 2017	REVISION FOR FINAL EXAM	
11/01/17-25/01/17		FALL SEMESTER EXAMS	

Essential Reading

- Ninemeier, J. D., 2010. *Management of Food and Beverage Operation*. 5th ed. Michigan: American Hotel & Motel Association.

Additional Reading

- Ninemeier, J. D., 2000. *Food and Beverage Management*. 3rd ed. Michigan: American Hotel & Motel Association.
- Davis, B., Lockwood A., Stone S., 1998. *Food and Beverage Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.
- Ninemeier, J. D., 2004. *Planning and Control for Food and Beverage Operations*. 6th ed. Michigan: American Hotel & Motel Association,
- Lillicrap, D. & Cousins J., 2002. *Food and Beverage Service*. 2nd ed., London: Hodders and Stoughton Educational Division.
- Davis B., Lockwood A., Stone S., 2004. *Food and Beverage Management*. 3rd ed. Oxford: ELSEVIER.
- Bowdin G., Allen J., O'Toole W., Harris R., McDonnel I., 2006. *Event Management*, 2nd ed. Oxford: A Butterworth-Heinemann Title.
- Dennis L. Foster, 2010. *Food and Beverage Operations*. Mundus.
- Walker John R., 2011. *The Restaurant From Concept to Operation*. 6th Ed. John Wiley & Sons Inc.

