



Module Structure

Module Title: Food and Beverage Management

Module Code: HTPM311

Programme of Study/Year of Study: Hospitality & Tourism Management /Year 3

Group: HTMIII F&B **Semester:** Fall

Number of Hours Taught: 3 per week **ECTS:** 5

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Pre-requisite(s) : F & B Operations, Food & Beverage Controls and Systems

Module Rationale

This module aims to give students the opportunity to build upon knowledge gained during the first two years, and focuses upon the wider concepts of the management of food and beverage operations, developing a number of professional and technical skills that are important in successfully managing such operations. It also aims to give students the ability to view the Food and Beverage operation in a systematic way, adopting problem solving approaches that are important to the conceptualisation and successful running of Food and Beverage outlets.

Aims

This module aims to provide knowledge and understanding of the management of food and beverage operations, the composition of the restaurant sector, the concept of control, staffing issues, marketing and managing quality in Food and Beverage operations. The module introduces the important element of human resources management within food and beverage operations, emphasising the control aspect of management, giving a clear and methodical guide to food and beverage control systems and how to use them for constructive analysis performance. It also examines aspects of controlling costs, budget, pricing, revenue and profit.

Intended Learning Outcomes

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

1. define management and management's responsibilities in such operations,
2. understand the importance of managing quality in F & B operations and why quality is important,



3. know various methods of developing approaches to quality management,
4. describe characteristics of effective leaders,
5. discuss important factors to be considered when leading restaurant employees,
6. discuss conflict management and the process of conflict resolution,
7. describe the processes for creating job and task analysis,
8. describe the components of job description and list guidelines for creating one,
9. list goals of an orientation program,
10. compare and contrast behavior modeling and learner-controlled instruction,
11. list guidelines for effective trainers,
12. describe characteristics of effective F & B managers,
13. describe elements of an effective training program,
14. describe characteristics of effective servers and greeters,
15. identify the seven commandments of customer service,
16. list guidelines for handling customer complaints,
17. identify main types of restaurant industry technologies,
18. list and describe main types of software programs,
19. identify factors to consider when choosing technology for a restaurant,
20. describe origins and advantages of uniform systems of accounts,
21. explain how an operations budget is used as a standard,
22. identify components and uses of income statements and balance sheets,
23. understand and identify basic policies in managing fast food operations, in luxury and hotel operations and non-profitable F & B operations.

Delivery Methods:

Lectures, discussion, projects, coursework, and case studies

Assessment:

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

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.	2/10–5/10	<ul style="list-style-type: none"> • Introduction to Food & Beverage Management • Define management and management's responsibilities in such operations 	Chapter 1 Davis B., Lockwood A., Alcott P., Pantelidis I. (2008). <i>Food and Beverage Management</i> , (4 th Ed.).
2.	8/10-12/10	<ul style="list-style-type: none"> • Understand the importance of managing quality in F & B operations and why quality is important • Know various methods of developing approaches to quality management 	Chapter 11 Davis B., Lockwood A., Alcott P., Pantelidis I. (2008). <i>Food and Beverage Management</i> ,



Week	Dates	Topics to be Covered	Reference Chapter / Material
			(4 th Ed.).
3.	15/10-19/10	<ul style="list-style-type: none"> Describe characteristics of effective leaders Discuss important factors to be considered when leading restaurant employees <p>CASE STUDY: Leadership</p>	Chapter 10 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
4.	22/10-26/10	<ul style="list-style-type: none"> Discuss conflict management and the process of conflict resolution Describe the processes for creating job and task analysis Calculate staff turnover Discuss motivation and the process of supervision and communication 	Chapters 10 & 11 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
5.	29/10-02/11	<ul style="list-style-type: none"> Describe the components of job description and list guidelines for creating one List goals of an orientation program 	Chapter 11 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
6.	05/11-09/11	<ul style="list-style-type: none"> Compare and contrast behavior modeling and learner-controlled instruction List guidelines for effective trainers <p>CASE STUDY: The New General Manager</p>	Chapter 12 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
7.	12/11-16/11	<ul style="list-style-type: none"> Describe characteristics of effective F & B managers Describe elements of an effective training program <p>Mid-Term Exam: 16/11/2018</p>	Chapter 12 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
8.	19/11-23/11	<ul style="list-style-type: none"> Discuss the essentials of marketing for services Understand the basics of marketing for F & B operations Understand the basics of advertising, public relations, merchandising and promotions Understand personal selling and upselling <p>CASE STUDY: Centenary Hotels</p>	Chapter 10 Davis B., Lockwood A., Alcott P., Pantelidis I. (2008). <i>Food and Beverage Management</i> , (4 th Ed.).
9.	26/11-30/11	<ul style="list-style-type: none"> Identify main types of restaurant industry technologies List and describe main types of software programs 	Chapter 14 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley

Week	Dates	Topics to be Covered	Reference Chapter / Material
			& Sons, Inc.
10.	03/12-07/12	<ul style="list-style-type: none"> Identify factors to consider when choosing technology for a restaurant <p><u>PROJECT ASSIGNMENTS DUE: 07/12/2018</u></p>	Chapter 14 Walker J. R. (2011). <i>The Restaurant; From Concept to Operation</i> , (6 th Ed.), John Wiley & Sons, Inc.
11.	10/12-14/12	<ul style="list-style-type: none"> Describe origins and advantages of uniform systems of accounts Explain how an operations budget is used as a standard Identify components and uses of income statements and balance sheets <p><u>Project assignment presentations</u></p>	Chapter 13 Ninemeir J. D., (2000). <i>Food and Beverage Management</i> . (3 rd ed) Educational Institute, American Hotel & Lodging Association
12.	17/12-21/12	<ul style="list-style-type: none"> Identify basic policies in managing fast food operations Identify basic policies in managing luxury and hotel operations and non-profitable Food & Beverage operations. <p><u>Project assignment presentations</u></p>	Chapter 17 & 18 Davis B., Lockwood A., Alcott P., Pantelidis I. (2008). <i>Food and Beverage Management</i> , (4 th Ed.)
22/12/18 – 06/01/19		CHRISTMAS HOLIDAYS	
13.	07/01-11/01 2019	<ul style="list-style-type: none"> Revision for final exam 	
	14/01-25/01 2019	Semester final EXAMS	

Essential Reading

- Davis B., Lockwood A. Alcott A. Pantelidis I., (2008). *Food and Beverage Management*, (4th Ed.), ELSEVIER.

Additional Reading

- Jasck D. Ninemeier, (2000). *Food and Beverage Management*. (3rd ed) Educational Institute, American Hotel & Lodging Association.
- Kavanaugh, R.R. & Ninemeier, J.D., (1996). *Supervision in the Hospitality Industry*, American Institute of the Hotel Motel Association.
- Wood, R.C., (1999). *Strategic Questions in Food and Beverage Management*.
- Cousins J. Foskett D. & Gillespie C., (2002). *Food and Beverage Management*, (2nd Edition), Prentice Hall.
- Davis B., Lockwood A., Stone S., (2004). *Food and Beverage Management*, (3rd Ed.), ELSEVIER.
- Walker R., (2011). *The Restaurant; From Concept to Operation*, (6th Ed.), WILEY.



