



Course Code HOSP -110	Course Title Food and Beverage Management	ECTS Credits 6
Department HT&S Management	Semester Fall, Spring	Prerequisites None
Type of Course Major/Elective	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 1st	Lecturer(s) George Panayiotou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are:

- Help to prepare students to meet the challenges associated with the Food and Beverage Industry.
- Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry's :
 - growth and development,
 - reviewing its organizational structure,
 - investigating its relationship with the hotel's other departments,
 - And by focusing on industry opportunities and future trends.

Learning Outcomes:

After completion of the course students will be expected to be able to:

1. **Develop general knowledge** on the origins and development of food service in hotels, restaurants, and institutions.
2. **Describe** the economic impact of the F&B industry.
3. **Distinguish between** commercial and institutional food service facilities.
4. **Identify trends** likely to affect food service in the coming years.
5. **Identify a variety of managerial, production, and service positions** that are typical of the food service industry and describe the roles these positions play in providing food service.
6. **Describe managerial responsibilities** as they relate to food service functions including menu planning, purchasing, storing, preparation, and recipe development.

7. **Define the steps involved in menu planning and menu design.**
8. **Define the importance and role** of Food and Beverage marketing.
9. **Identify the major functions and basic principles** of Food and Beverage production.
10. **Identify and describe the four types** of table service and at least two other food service categories.
11. **Review the fundamentals** of Food and Beverage Management and Control.
12. **Describe proper** sanitation, hygiene and safety procedures and techniques used on the Food and Beverage industry.

Course Contents:

1. **Introducing Food and Beverage Management:** Introduction to the origins of food service. Differentiate between commercial and noncommercial foodservice operations as well as identifying the different types of foodservice facilities.
2. **Organization of F&B operations:** introduction and clarification on people, career paths, and organizational structures within F&B operations.
3. **Fundamentals of Management:** What is management? Managerial responsibilities and relationships and its importance to the industry.
4. **F&B Marketing:** marketing practices specific to the industry such as analysis of competition, feasibility study, market research and the marketing plan.
5. **The Meal Experience:** in understanding the philosophy of F&B management one has to first clarify and understand the elements that make up the meal experience, whether positive or negative.
6. **Managing Quality in F&B operations:** Looks at the four basic concepts and outlooks of quality and methods
7. **Food Menus and Beverage lists:** identifies menu types, pricing styles menu schedules. Elaborates on menu planning and design, and illustrates the basics of menu evaluation
8. **F&B Production/Cost control:** Preparing for production in terms of purchasing, receiving, storing and issuing. Standard product costs and simple pricing strategies.
9. **Food and Beverage Production methods:** identifies the various food production principles and the preparation methods of various food groups.
10. **Food and Beverage Service Methods:** types and methods of service
11. **An overall view of F&B control:** Developing standard recipes adjusting standard

recipes

12. Sanitation and Safety: Issues and practices for sanitation and concepts of safety.

Also a look at managements role in both these issues

Learning Activities and Teaching Methods

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/assignments

Assessment Methods

Students' PowerPoint presentations, assignments, exercises , Midterm exam, Final exam

Required Textbooks/Readings:

Authors	Title	Publisher	Year	ISBN
NINEMEIER, J.D.	<i>Management of Food and Beverage Operations. 3rd. ed</i>	The Educational Institute of the American Hotel and Motel Association.	2000	0-86612-182-x
George Panayiotou.	<i>HOSP-110 Lecture Notes</i>	n/a	2010	n/a

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
LATTIN, G. W	<i>The Lodging and Foodservice Industry. 6th ed.</i>	The Educational Institute of the American Hotel and Motel Association.	2005	978-0-86612-270-2