**Food & Beverage Management**

**TS2 (90 Hours)**

**Course Description:**

Food and beverage management course provides a through guide to the management of food and beverage outlet, from their day-to-day running through to the wider concerns of the hospitality industry. It explore the broad range of subject areas that encompass the food and beverage market and its five main sectors- fast food and popular catering, hotels and quality restaurants, and functional, industrial, and welfare catering. The course provides a comprehensive overview of the food and beverage industry also provides detailed coverage of important operational areas and captures the latest issues and forces driving the industry.

**Learning Outcomes:**

After the completion of this course, student will be able to:

* Understand the diversity of food and beverage operations
* List the different categories of restaurant sector
* Recognize the contract, travel and public sector catering.
* Understand the first steps needed to start a food and beverage operation
* Price a Menu and differentiate between its types
* Understand the importance of the Menu.
* Identify food and beverage back of the house operations
* Costing, controlling and tracking food cost
* Perform a break-even analysis and understanding the budget
* Calculate staff turnover

**Topics Covered:**

1. Introducing Food & Beverage Management
2. The Restaurant Sector

### Contract, Travel and Public Sector Catering

1. Developing the Restaurant Concept
2. The Menu: Food and Beverage
3. F&B Operations: Purchasing & Storage
4. F&B Operations: Production & Service
5. Food and Beverage Controls
6. Managing Quality
7. Trends & Developments

**CHAPTER ONE**

**Introducing Food & Beverage Management**

**Learning Objectives:**

1. Understand complexity of the hospitality industry.
2. Identify size and scope of F&B operations.
3. Distinguish between market and cost orientation.
4. Identify key responsibility of F&B managers and the constraints that may be placed on them.
5. Explain the factors affecting the nature of the meal experience and recognize the manager’s role in ensuring coherence.

**Content:**

* 1. Size & Scope of F&B Operations
     1. Standard Industrial Classification
  2. Classification of F&B Operations
  3. Cost & Market Orientation
  4. Food & Beverage Management
  5. Main Areas of Management Activity
  6. Main responsibilities of F&B dept
  7. External Constraints on F&B
  8. Internal Constraints on F&B
  9. Representation of issues in the business environment
  10. Service industries differ from manufacturing in several ways
  11. Why people eat out
  12. Atmosphere & Mood of Restaurant
  13. Location & Accessibility
  14. Service Employees

**CHAPTER TWO**

**The Restaurant Sector**

**Learning Objectives:**

1. An understanding of full service restaurants and licensed retail.
2. Differentiate hotel and private club restaurants.
3. Discuss fast-food restaurant operations.
4. Identify differences in the areas of finance, marketing, product, service, staffing and technology (FMPSST) between different types of operations.

**Content:**

* 1. Hotel Restaurants & Outlets
  2. Fine Dining
  3. Bars, Nightclubs and Pubs
  4. Fast-Food
  5. Take-Away/Take-Out & Home Delivery
  6. Coffee Shops/Tea Houses
  7. Private Members Clubs

**CHAPTER THREE**

**Contract, Travel and Public Sector Catering**

**Learning Objectives:**

1. Understand the *contract* catering sector:
   * Industrial catering
   * Event management
   * Sport venue catering
   * Leisure venue catering
2. Understand the *travel* catering sector:
   * Airline catering
   * Cruise ship and Ferry boat catering
   * Train catering
   * Roads and Motor side catering
3. Understand the vending machine business
4. Understand *public* sector catering:
   * School catering
   * Universities and college catering
   * Hospital catering
   * Armed forces catering
   * Prison catering

**Content:**

* 1. Contract Catering
  2. Type of Contracts
  3. Industrial Catering
  4. Event Management
  5. Sport Venue Catering
  6. Leisure Venue Catering
  7. Airline Catering: ‘In-transit’/’In-flight’
  8. Cruise Ships and Ferry Boat Catering
  9. Train Catering: Terminal and In-transit
  10. Road and Motor Side Catering
  11. Vending Machines
  12. School Catering
  13. University and College Catering
  14. Hospital Catering
  15. The Military Services
  16. Prison Catering

**CHAPTER FOUR**

**Developing the Restaurant Concept**

**Learning Objectives:**

1. Consider the significance of the concept to the success of the restaurant.
2. Understand the restaurant feasibility study.
3. Identify the main parts of a restaurant business plan.
4. Categorise the types of business structures.
5. Recognise ways that an operation can be financed.
6. Discuss basic knowledge of facility design and layout.

**Content:**

* 1. Restaurant Concept
  2. Tips for Developing the Concept
  3. Feasibility Study
  4. The Business Plan
  5. Components of a Business Plan
  6. Business Plan: Concept Description
  7. Business Plan: Market Analysis
  8. Business Plan: PESTLE Analysis
  9. Business Plan: SWOT Analysis
  10. Business Plan: Management Team
  11. Business Plan: Operations
  12. Business Plan: Management Team
  13. Business Plan: Financial Projections
  14. Financing the Operation
  15. Franchising
  16. Facility Design and Layout

**CHAPTER FIVE**

**The Menu: Food and Beverage**

**Learning Objectives:**

1. Distinguish a table d’hôte and an à la Carte menu.
2. Identify basics of menu planning and menu design.
3. Compare menu pricing models and applications.
4. Categorize different types of beverage menus.
5. Understand the need for accuracy and honesty in menu descriptions.
6. Summarize a basic understanding of licensing and merchandising.

**Content:**

* 1. The Menu
  2. Considerations in Menu Planning
  3. Types of Menus: Table d’hôte
  4. Types of Menus: À la carte
  5. Types of Service
  6. Content of Food Menus
  7. Classical European Menu Structure
  8. Menu Planning
  9. Menu Presentation
  10. Menu Layouts And How Guests Read a Menu
  11. Menu Pricing

**CHAPTER SIX**

**F&B Operations: Purchasing & Storage**

**Learning Objectives:**

1. Understand purchasing and storage schedules for F&B items.
2. Recognize detailed specifications for F&B items.
3. Determine the value of a purchasing schedule to management.
4. Identify the contribution to profitability that a schedule can make.
5. Work out stock turnover.

**Content:**

* 1. Conceptualising the Restaurant
  2. Purchasing
  3. Purchasing Objectives
  4. Purchasing Procedures
  5. Purchasing of Foods
  6. Purchasing by Contract
  7. Purchasing by ‘Cash & Carry’
  8. Purchasing by ‘Paid Reserve’
  9. Purchasing by Total Supply
  10. Product Specifications
  11. Purchasing Beverages
  12. Receiving of Food
  13. Bar Code Tagging
  14. Storing of Food
  15. Issuing of Food
  16. Stocktaking/Inventory of Food
  17. Issuing of Beverages
  18. Storing of Beverages
  19. Stocktaking/Inventory of Beverages

**CHAPTER SEVEN**

**F&B Operations: Production & Service**

**Learning Objectives:**

1. Understand the wide variety of processes available for F&B production
2. Define the principles, practices and complexity of modern food safety legislation
3. Identify the contribution to profitability of using the correct production method for a particular type of outlet
4. Match F&B service to an appropriate production method

**Content:**

* 1. Centralised Production Methods
  2. Cook-Freeze / Cook-Chill Systems
  3. Sous-Vide
  4. Beverage Production Methods
  5. Classification of Service Methods

**CHAPTER EIGHT**

**Food and Beverage Control**

**Learning Objectives:**

1. Understand the objectives of F&B cost control
2. Perform a break even analysis and understand the budget
3. Understand the concepts of standard recipes, yields and portion sizes
4. Understand the methods of F&B cost control
5. Differentiate the basics of revenue control and the differences between manual and computerised systems
6. Calculate the basic operating ratios

**Content:**

* 1. F&B Control
  2. The objectives of F&B control
  3. Special problems of F&B control
  4. The fundamentals of control
  5. Budget
  6. Types of Costs
  7. Types of Profit
  8. Break even analysis
  9. Essentials of a Control System
  10. Basic Concepts in F&B Control
  11. Inventory Control Cycle
  12. Weekly/Monthly Food Cost Report
  13. Daily food cost report for small to medium-sized establishments
  14. Food Cost Percentage
  15. Methods of beverage control
  16. Procedures Necessary for Revenue Control
  17. PSA and Menu Engineering
  18. Forecasting
  19. Operating Ratios

**CHAPTER NINE**

**Managing Quality**

**Learning Objectives:**

1. Explain what is meant by quality in F&B operations and why it is important.
2. Understand the challenges facing the management of quality in F&B.
3. Describe a systematic approach to managing quality.
4. Compare and contrast a range of approaches to quality management.
5. Understand examples of how quality management works in practice.
6. British Standards definition = ‘totality of features and characteristics of a product or service that bear on its ability to satisfy a stated or implied need’.
7. Quality can exist at any level of service, as long as expectations are met (food, service, environment)
8. Tangible elements are goods used to serve the food, style and nature of plates, glassware, cutlery, linen and napkins, menus
9. Intangible elements include overall atmosphere, establishing the appropriate décor to engender the right feelings in the customer; they help to provide that feeling of comfort, of being at ease or at home

**Content:**

* 1. Size & Scope of F&B Operations
  2. Benefits of Quality
  3. Managing Quality in Service Industries
  4. The quality management cycle
  5. Approaches to Quality Management / Quality Inspection
  6. Approaches to Quality Management / Quality Control
  7. Approaches to Quality Management / Quality Assurance
  8. Approaches to Quality Management / Total Quality Management
  9. Approaches to Quality Management / Six Sigma
  10. Quality Management in Practice

**CHAPTER TEN**

**Trends & Developments**

**Learning Objectives:**

1. Understand the range of trends affecting the F&B manager.
2. Identify the possible influence of the media on consumer behavior.
3. Understand the current environmental issues.
4. Be aware of recent trends in financing an F&B operation.
5. Be aware of ethical issues in the industry.
6. Understand the definitions of high tech food.

**Content:**

* 1. Consumer Trends
  2. UK Trends
  3. USA Trends
  4. Environmental issues
  5. Financing the Operation
  6. Ethical Issues
  7. High Tech