



School of Business and Creative Design

Hospitality And Tourism Management Program
Culinary Management Program

Course Outline – Fall 2013

Course Code: HAT 3043 CLN 3043

Course Title: Food and Beverage
Management

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Date: Spring 2011

Revised By: Marilyn Neville

Date: Fall 2013

Approved By: Yvonne Clarke, Associate Dean

Prerequisite: HAT 2334 or CLN 2196

Corequisite: None

Prerequisite for: HAT 4043

1. Course Description

This course builds on student's knowledge of food and beverage service and basic food production. It examines the food and beverage management function in hotels, convention centres, and free standing restaurants. Industry trends, promotion, human resources, and managing of costs are areas of concentration. Leadership, professionalism, and the ability to develop strategies will be common themes throughout the course.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒

No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Discuss the requirements of successful food and beverage management
2. Demonstrate a managerial approach to problem solving
3. Apply required professional behaviours and etiquette when conducting business during a dining occasion
4. Prepare and monitor food and beverage records using computerized applications
5. Explain the role of the Catering Department in the successful delivery of a food and beverage event
6. Interview a client and create documents outlining event requirements.
7. Apply the managerial concepts of Human Resources, Marketing, and Supplier Relations to foodservice operations

4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

		<i>Learning Outcome Reference Number</i>
Unit 1		
1.1	Identify major contributing factors to the financial success of a restaurant.	[1]
1.2	Summarize the skills, knowledge and abilities required of food and beverage managers.	[1]
1.3	Discuss hospitality job opportunities specific to food and beverage with a focus on personal and professional development.	[1]
1.4	Apply the management process to food and beverage operations.	[1,2]
1.5	Identify trends in customer behaviour as it affects the food and beverage industry.	[1,2]
1.6	Research legislation and its impact on how the industry is changing the way it conducts business.	[1,2,4,7]
Unit 2		
2.1	Explain the role of the Catering Department in meeting the needs of the meeting client	[5,6]
2.2	Identify types of on-site catered events	[5,6]
2.3	Differentiate the needs of groups/clients based on event type.	[5,6]
2.4	Discuss how to maximize function space revenue.	[2,5,6]
2.5	Describe different room set ups available for functions understanding the pros and cons of each.	[2,5,6]
2.6	Plan room set ups for various gatherings and draw a simple and concise floor plan.	[5,6]
2.7	Identify equipment needs typically requested for functions and events.	[5,6]
2.8	Calculate food and beverage requirements for meeting and event clients	[5]
2.9	Define the terms function, banquet, qualified, and guarantee as they relate to bookings.	[5,6]
2.10	Interview a banquet client to determine function requirements.	[5,6]

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|------|---|---------|
| 2.11 | Develop a banquet event order, floor plan and equipment and requisitions for a food and beverage based function | [5,6] |
| 2.12 | Reflect on the execution of the contract | [2,5,6] |

Unit 3

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|-----|---|-----|
| 3.1 | Discuss the commonly accepted practices that are classified as proper business etiquette. | [3] |
| 3.2 | Identify situations in which formal behaviours are appropriate. | [3] |
| 3.3 | Recognize the importance of non verbal communication while hosting a business meeting over a meal | [3] |
| 3.4 | Identify the responsibilities of the host of during a business dinner. | [3] |
| 3.5 | Participate in a formal etiquette seminar practicing commonly accepted dining etiquette. | [3] |

Unit 4

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|------|--|---------|
| 4.1 | Identify the elements of the marketing mix for food and beverage operations. | [2,7] |
| 4.2 | Explain the impact of feasibility studies and demographic data on the operation. | [2,7] |
| 4.3 | Describe how target markets are selected. | [2,7] |
| 4.4 | Recognize the importance of nutrition and dietary needs of clients including food sensitivities and allergies. | [1,2,7] |
| 4.5 | Discuss the eating habits of various segments of the foodservice market including cultural and religious diets such as kosher and halal. | [1,2,7] |
| 4.6 | Describe the promotional process and the factors that influence an operation's promotional mix. | [1,2,7] |
| 4.7 | Evaluate the role of the menu in marketing. | [1,2,7] |
| 4.8 | Differentiate between promotions and merchandising. | [1,2,7] |
| 4.9 | Discuss the effectiveness of various media and merchandising techniques. | [1,2,7] |
| 4.10 | Describe how competition influences management decisions. | [1,2,7] |
| 4.11 | Identify factors to consider when selecting a food and beverage supplier. | [2,7] |
| 4.12 | Explain the role of a supplier representative. | [2,7] |
| 4.13 | List behaviours that will assist in developing positive relationships with suppliers. | [2,7] |

- 4.14 Discuss career opportunities in the supplier function of food and beverage. [1,7]
- 4.15 Discuss staffing issues related to the food and beverage industry. [2,7]
- 4.16 Recognize the importance of performance management and benchmarking. [2,7]
- 4.17 Calculate payroll and labour costs for food and beverage operations in Ontario. [2,7]
- 4.18 Develop strategies to minimize the impact of the pending labour shortage. [2,7]

Unit 5

- 5.1 Create spreadsheet documents to track revenues and expenses on a weekly, monthly and quarterly basis. [4]
- 5.2 Calculate cost percentages to be applied when forecasting. [2,4]
- 5.3 Develop staff schedules appropriate to various functions. [2,4]
- 5.4 Determine cost of labour and utilize information for maintaining labour cost percentages. [2,4]
- 5.5 Develop an inventory tracking tool that could be used to monitor inventory and assist with forecasting. [2,4]

Unit 6

- 6.1 Interpret routine financial statements to determine their impact on the operation. [2]
- 6.2 Apply the principals of Management by Objectives to food and beverage operations. [2]
- 6.3 Develop behaviourally anchored rating scales to measure performance. [2,7]
- 6.4 Create action plans to meet goals set out by stakeholders. [2]
- 6.5 Research and deliver a training session on current trends sourcing industry specific websites and publications. [2,7]
- 6.6 Recommend strategies of how to use this research in food and beverage operations. [2,7]

5. Resources and Supplies

a. Required

Food and Beverage Management Voucher – purchased from the bookstore to cover expenses of dining etiquette practical opportunity.

College print account – deposits to print account can be made at the bookstore.

Students must be able to print assignments during their computer labs.

b. Supplemental

The Culinary Institute of America, Remarkable Service, 2nd ed. Wiley, 2009.

Various readings related to the course topic will be assigned for the purpose of discussion. The student is encouraged to utilize various sources of current knowledge including periodicals available in the Resource Centre and the thousands of related sites on the World Wide Web. Students should keep up to date on trends in the tourism industry portrayed in the media and by visiting local establishments.

6. Methodology

This course consists of one 2 hour theory class and one 1 hour computer lab class each week. Lectures, independent and cohort learning, guest speakers, audio visual presentations, case studies, and situational analysis will be designed to explain the concepts and principals required for successful completion of this course.

7. Student Evaluation

The following elements will determine the student's final grade:

Tests (3@20%)	60%
Banquet Planning	10%
Computer Labs	20%
Training Seminar	5%
Etiquette Seminar	5%
Total	100%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. The Hospitality and Tourism Management Program and Culinary Management Program requires a grade of D in order to graduate from the program. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

☒ **Yes** ☐ **No**

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use

to support applications for transfer of credit to other educational institutions.