

COURSE OUTLINE **Food and Beverage Management**

Course Description: HM 190. Food and Beverage Management. 3 hours credit. This course will enable the student to appraise the components of food service management in various types of food service systems. The student will learn cost and sales concepts and their relationship with profits. The student will learn how to calculate costs, and profits and apply control concept factors for food, beverage, and labor control.

Course Relevance: Food and Beverage Management is the study of controlling food, beverage and labor costs. Courses in food and beverage management help students to develop critical habits of thinking and skill in understanding complex issues managers face in all types of food service operations. Food and Beverage Management provides students a foundation of knowledge on how to calculate and analyze costs issues of menu and labor management.

Required Materials:

Dittmer, Paul R. (2003). *Principles of Food, Beverage, and Labor Cost Controls*, (7th ed.). New York: John Wiley & Sons Inc.

Learning Outcomes:

The intention is for the student to be able to:

1. Identify the different types of costs
2. Develop critical thinking skills in regard to the responsibility of controlling costs
3. Demonstrate a working knowledge of how to read financial statements and make adjustments to improve profits
4. Demonstrate a working knowledge of how to calculate costs for food, beverage and labor

Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course:

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - Through a variety of activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Field Related Technology
 - Through the production of financial statements, the student will develop a working knowledge of how to calculate costs and read financial statements

Secondary Skills (developed but not documented)

- Self-concept
- Time Management
- Teamwork
- Coping with Change
- Ethical Conduct
- Valuing Diversity
- Leadership
- Problem Solving
- Reading
- Writing
- Listening
- Computer Literacy

Major Summative Assessment Tasks:

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Analyzing and calculating costs of doing business in a food service operation
2. Preparing a service-learning based final project related to the hospitality industry that applies the course concepts and in-class learning activities.

Course Content:

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of different costs.
 - B. Analyzing the different costs and how to control them.
 - C. Responsibilities of management for consistency.
 - D. Setting of standards.
 - E. Managing employees to meet expectations of cost and product.
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. How to achieve accuracy in stating costs
 - B. Controlling the work behaviors of employees to achieve cost goals
 - C. Retaining standards on a consistent basis
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Identify different types of costs in food service.
 - B. Calculating costs and financial statements
 - C. Identifying and setting standards for products and service to maintain control over quality and costs.
- IV. Skills / Competencies:
 - A. Define and explain cost and sales concepts
 - B. Explain food control processes

- C. Explain beverage control processes
- D. Explain labor control processes

Learning Units:

- I. Food, Beverage and Labor Controls
 - A. Cost and sales concepts
 - B. The control process
 - C. Cost/volume/profit relationships
- II. Food Control
 - A. Food purchasing control
 - B. Food receiving control
 - C. Food storing and issuing control
 - D. Food production control: portions and quantities
 - E. Monitoring food service operations
 - F. Controlling food sales
- III. Beverage Control
 - A. Beverage purchasing control
 - B. Beverage receiving, storing, issuing control
 - C. Beverage production control
 - D. Monitoring beverage operations
 - E. Beverage sales control
- IV. Labor Control
 - A. Labor cost considerations
 - B. Establishing performance standards
 - C. Training staff
 - D. Monitoring performance and taking corrective action

Learning Activities:

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination:

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.