

Global Learning Semesters

Course Syllabus

Course: HOSP-520 Advanced Food and Beverage Management

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



| Course Summary | | |
|-------------------------|---------------------------------------|--------------------------|
| Course Code | Course Title | Recommended Credit Hours |
| HOSP-520 | Advanced Food and Beverage Management | 3 |
| Semester Offered | Contact Hours | Prerequisites |
| Please contact us | 42-45 | None |
| Department | Level of Course | Language of Instruction |
| Hospitality and Tourism | Upper Division | English |

Course Description

The aim of the course is to provide students with specialized and advanced theory on modern Food and Beverage Management. It aims to show how the new strategic systems approach can be used in the management of an enterprise in food service. Furthermore, it will increase the students' awareness of the critical factors, which, if managed properly, can help to increase efficiency and effectiveness. Students will also be encouraged to develop a range of core (or transferable) skills, including communication - orally and in writing, problem - solving, interpersonal, learning to learn (use of resources) and working in groups.

By the end of the course students should be able to:

- Evaluate the impact of the environment within which organizations operate and identify opportunities and threats to the effective use of resources.
- Critically evaluate different approaches to the management of a food and beverage operation.
- Develop a strategy together with specific recommendations for its implementation to meet corporate organizational goals.

Prerequisites

None

Topic Areas

1. Classical and contemporary managerial and operational philosophies of and peculiar to food production systems from planning through service, in single- and multi-unit applications.
2. Describe and analyze key managerial responsibilities as they relate to food service functions including menu planning, purchasing, storing, preparation, and recipe development.
3. Food and Beverage challenges and environmental influences
4. Contemporary and Human Resources Issues in the Food and Beverage Industry
5. Investigate new technologies that impact cost control in the foodservice industry
6. Menu engineering and the importance of the meal experience
7. Standardization and differentiation of Food and Beverage Establishments
8. The role of media in forming customer attitudes towards food and beverage
9. Quality assurance in the Food and Beverage Industry

10. Identify and discuss international food trends likely to affect the industry in the coming years.
11. New trends in fitness and health as they relate to proper nutrition, and the development of special menus
12. Food safety management systems and legislation (HAACP)

Evaluation Guidelines

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| Assignments, case studies, reports, project: | 20-40% |
| Midterm exam: | 20-40% |
| Final exam: | 30-50% |
| Total: | 100% |

Readings and Resources

Required Textbooks

1. Miller, J., Dopson, L., and Hayes, D., 2004. Food and Beverage Cost Control. 3rd ed. Canada: John Wiley & Sons.
2. Wood, R. C., 2000. Strategic Questions in Food and Beverage Management. Butterworth-Heinemann.
3. Arduser, L. and Brown, D., 2005. HACCP & Sanitation in Restaurants and Food Service Operations: A Practical Guide Based on the USDA Food Code. Atlantic Publishing Company. ISBN: 0910627355.

Recommended Reading

1. Davis, B., Lockwood, A. & Stone, S. 1994. Food and Beverage Management. 3rd ed. Oxford: Butterworth-Heinemann.
2. Doeg, C., 2005. Crisis Management in the Food and Drinks Industry: A practical approach. New York: Springer-Verlag.
3. Eastham, J., Sharples, L. and Ball, S., 2001. Food Supply Chain Management: issues for the hospitality and retail sectors. Butterworth-Heinemann.
4. Katsigris, C. and Thomas, C., 1999. Design and Equipment for Restaurants and Foodservice: A Management View. New York: Wiley.
5. Knight, J. B. and Kotschevar, L. H., 2000. Quantity Food Production, Planning, and Management. New York: Wiley.
6. Ninemeir, J., 2001. Planning and Control for Food and Beverage Operations. 3rd ed. Michigan: The Educational Institute of the American Hotel and Motel Association.
7. Journal Articles.