

Course Description**HFT2800 | Food and Beverage Management | 3.00 credits**

Provides a basic understanding of the principles of food production and service management, menu planning, serving, purchasing, labor, food/bar service and costs, storage, beverage management, sales promotions, entertainment, and liability laws.

Course Competencies:

Competency 1: The student will be able to demonstrate knowledge of food and beverage management by:

1. Demonstrating the role of the professional food service manager
2. Defining management and list the steps in the management process

Competency 2: The student will be able to demonstrate knowledge of menu planning by:

1. Categorizing menu items using the three menu pricing styles
2. Identifying the three basic types of menus
3. Analyzing the steps in menu planning, pricing, and design
4. Describing nutrition concerns as they relate to food service functions
5. Summarizing the benefits of standardized recipes
6. Categorizing menu items using the three menu pricing styles

Competency 3: The student will be able to demonstrate knowledge of food production by:

1. Describing the roles of purchasing, receiving, storing, and issuing as each function relates to food production and alcoholic beverage service
2. Identifying the significant functions and basic principles of food production
3. Outlining basic food sanitation procedures and safety concerns

Competency 4: The student will be able to demonstrate knowledge serving by:

1. Demonstrating and identifying the four types of table service and at least two other food service categories
2. Demonstrating a sample service sequence, including procedures for serving alcoholic beverages with care

Competency 5: The student will be able to demonstrate knowledge of control systems by:

1. Determining standard food and beverage costs
2. Describing menu pricing methods and the role of pricing in managing a successful and competitive food and beverage operation
3. Outlining the impact of a food service facility's design, layout, and equipment

Competency 6: The student will be able to demonstrate knowledge of sales, promotions and entertainment by:

1. Explaining marketing in terms of delivering guest-pleasing service
2. Conducting a feasibility study and listing the three types of marketing research that follow such a study
3. Describing the elements in a complete marketing plan, focusing on sales, advertising, public relations, and publicity roles

Competency 7: The student will be able to demonstrate knowledge of purchasing and receiving by:

1. Identifying acceptable purchasing and receiving procedures
2. Describing safe receiving procedures
3. Explaining how to keep inventory

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information