

## *FOOD & BEVERAGE MANAGEMENT*

### **INTRODUCTION**

The operations and management principles and procedures involved in an effective food and beverage control system are conveyed fully in this module. It provides an in-depth insight into the operating budget, menu management, menu pricing, purchasing and supplier selection, cost-volume profit analysis, labour cost-control, computer applications and the successful management of service quality standardisation. This module is considerably supported by the Industrial Placement Stage.

### **AIMS**

To provide students with a full understanding and appreciation of :

- How to analyse and apply the controls needed to manage a successful food and beverages operation
- National and international food and beverage management developments
- The key factors involved in food and beverage preparation including health and hygiene issues
- Legislation regarding the preparation, storage and sale of food and beverages
- The importance of budget standards in planning and control, and apply costs volume-profit analysis to food and beverage operations
- The principles and procedures in controlling the purchasing and receiving process and recognise the particular requirement for quality in all stages
- The importance of the menu as both a control tool and a marketing tool
- The use of computer applications which manage and control the food and beverage operations

### **LEARNING OUTCOMES**

On completion of this module successful students will be able to:

- Critically evaluate the types of commercial food service operations and understand the steps involved in the management process.
- Examine and analyse all aspects of budgeting and cost control in food and beverage operations
- Analyse and debate legislation which governs the purchasing, storage and sale of food and beverages
- Study and critique menu engineering and contrast subjective and objective menu pricing methods, incorporate profit requirements in menu prices
- Study and critique effective marketing principles and show the advantages and disadvantages of advertising, examining the central role of the menu as a marketing tool.
- Examine the components of good service and their importance in hospitality
- Apply good managerial accounting practices and explain their uses in food and beverage operations.
- Use and knowledge of computer applications to manage and control food and beverage operations.

## **SYLLABUS**

### Fundamentals of Food and Beverage Management

- The Food Service Industry
- Fundamentals of Management
- Organisation of Food and Beverage Operations
- Fundamentals of Food and Beverage Marketing

### The Challenge of the Food and Beverage Operations

- The control function
- Customer expectations and service delivery
- Logistics of supply

### Planning for Food and Beverage Management

- Determining food and beverage standards
- Operations budgeting and cost-volume-profit analysis
- The menu – the foundation for control

### Menu Management

- Nutrition
- The Menu
- Standard Product Costs and Pricing Strategies
- Pricing Menu Items
- Principles of Gross Profits -Stock Control

### Product Costs and Pricing Strategies

- Pricing Menu Items
- Break Even Analysis
- Stock Control Methods
- Controlling Margins / Profitability

### Designing Effective Food and Beverage Management Systems

- Procedures for supplier selection
- Ethical and professional standards
- Purchasing and receiving controls
- Storing and Issuing controls
- Production and serving costs
- Control analysis, corrective action and evaluation

### Managing Labour Costs

- Labour cost controls
- Implementing labour cost management
- Formulation of Rosters

## Quality and Quantity Concerns

- Quality as product/service features
- The value of customers
- The value of hospitality staff
- Quality Management
- ISO 9000 quality standards