

## Course Syllabus

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|----------------------------------|---|
| 1. <b>Program of Study</b>       | B.B.A. (Tourism and Hospitality Management) |
| <b>Faculty/Institute/College</b> | Mahidol University International College    |
| 2. <b>Course Code</b>            | ICTM 324                                    |
| <b>Course Title</b>              | Food and Beverage Management                |
| 3. <b>Number of Credits</b>      | 4 (4-0-8) (Lecture-Lab-Self-study)          |
| 4. <b>Prerequisite (s)</b>       | ICTM 212                                    |
| 5. <b>Type of Course</b>         | Elective Course                             |
| 6. <b>Session</b>                | Trimester 1, 2, 3 / Every academic year     |
| 7. <b>Conditions</b>             | Maximum number of students is 30            |

### 8. Course Description

Food and beverage operations management within a hotel, pricing, inventory management, franchising, commercial kitchen, service for hotel and private clubs.

### 9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Be proficient in all managerial aspects of a Food and Beverage Department.
- 9.2 Be proficient in all managerial aspects of a freestanding pub or restaurant.

## 10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Difference between commercial and noncommercial food service operations	2	-	4	Mercier, C.
	The three levels of management and the various production and service positions in a food and beverage operation	2	-	4	
2	Organization charts and the various organizational structures in food and beverage operations	2	-	4	
	Steps involved in the management process and a manager's interactions with primary and secondary groups	2	-	4	
3	Marketing in terms of providing guest-pleasing service and the elements and importance of feasibility studies, marketing research, and marketing plans	2	-	4	
	Nutrition and special dietary concerns and contrast the nutritional concerns and obligations of commercial and noncommercial operations	2	-	4	
4	Concept how a menu dictates operations in a food and beverage establishment and its importance as a marketing tool	2	-	4	
	Creating and using standard recipes	2	-	4	
5	Standard food and beverage costs and the main subjective and objective pricing methods	2	-	4	
	Purchasing, receiving, storing, and issuing in food and beverage service and the role of technology	2	-	4	
6	Major functions and basic principles of food production	2	-	4	
	Uses of and major production methods for various food products used in food service operations	2	-	4	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
7	Types of service food and beverage operations can provide and concept of providing excellent guest service	2	-	4	Mercier, C.
	Procedures for serving alcoholic beverages with care	2	-	4	
8	Causes of and ways to prevent accidents and food-borne illnesses in food service operations	2	-	4	
	Factors involved in facility design and equipment selection for a food and beverage operation	2	-	4	
9	Various financial statements and ratios used by food and beverage operations	2	-	4	
	Types of financial management software available to food service managers	2	-	4	
10	Individual case study	2	-	4	
	Individual case study	2	-	4	
11	Course review	2	-	4	
	Course review	2	-	4	
<b>Total</b>		<b>44</b>	<b>0</b>	<b>88</b>	
<b>Final Examination</b>					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

### 11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Case studies
- 11.3 Discussion
- 11.4 Assignments

### 12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Handouts
- 12.4 Text books

### 13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

13.1 the ability in being proficient in all managerial aspects of a Food and Beverage Department.

13.2 the ability in being proficient in all managerial aspects of a freestanding pub or restaurant.

Ratio of mark

1. Individual Case Study	40 %
2. Attendance	10 %
3. Punctuality	10 %
4. Final Examination	40 %
<b>Total</b>	<b>100 %</b>

#### **14. Course evaluation**

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### **15. Reference (s)**

Ninemeier, J.D. (2005). *Management of Food and Beverage Operations*. New York: Educational Institute Of The AHMA.

#### **16. Instructor (s)**

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