



A. Division: **Education** Effective Date: **January 2011**

B. Department / Program Area: **Commerce & Business Admin.
Hotel & Restaurant Management** Revision New Course

If Revision, Section(s) Revised: **L**

Date of Previous Revision: **October 2006**

Date of Current Revision: **September 2010**

C: **HORM 1235** D: **FOOD AND BEVERAGE SERVICE OPERATIONS** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
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F: Calendar Description:

This course covers the fundamentals of food and beverage service and management as it applies to restaurants and all other types of food service operations including institutions, hotels, quick service operations, and catering. The focus of the course will be on the philosophy, psychology and technical skills required for excellent food and beverage service. In addition the course will cover the principles of sound food and beverage operation management, which can be applied to ensure these service levels are attained.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lecture and Seminar

Number of Contact Hours: (per week / semester for each descriptor)

Lecture : 3 hours

Seminar: 1 hour

Total: 4 hours

Number of Weeks per Semester:

15 Weeks X 4 Hours per Week = 60 Hours

H: Course Prerequisites:

Nil

I: Course Corequisites:

Nil

J: Course for which this Course is a Prerequisite

**HORM 2255 and HORM 2330 and
HORM 2340**

K: Maximum Class Size:

20

L: PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit
<input type="checkbox"/>	College Credit Non-Transfer
<input checked="" type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes

The student will be able to:

1. Describe the size, nature and scope of the food and beverage service industry, including the industry’s origins, trends currently affecting it and the outlook for the future;
2. Discuss the organizational structure and characteristics of food service operations, including the labour force, working conditions and career opportunities;
3. Discuss fundamentals of management, the management process and managerial responsibilities;
4. Demonstrate the principles of menu development from a marketing, nutrition, design, operational and cost control standpoint;
5. Calculate ideal food and beverage cost percentages using standardized recipes;
6. Identify and describe the different types of food and beverage service, the requirements for good service and the role of professionalism, appearance, personal development and positive attitude in ensuring service levels are met;
7. Appreciate the importance of sanitation and safety in a food and beverage operation and the manager’s role in ensuring high standards in this area are met;
8. Plan and design the layout of a food and beverage facility;
9. Use proper purchase considerations for equipment as applied to a food and beverage establishment;
10. Evaluate the role and management and service-related functions of the restaurant ECR and POS system.

N: Course Content:

- The importance of and outlook for the food and beverage service industry in Canada;
- Fundamentals of food and beverage facility operation;
- Staffing considerations and challenges in the food and beverage industry;
- Basic food and beverage service techniques in terms of guest experience and customer expectation;
- Fundamentals of food and beverage management including staffing, training, marketing and cost control;
- Operation and management applications of a restaurant POS system using Squirrel;
- Menu planning, development, pricing and design;
- Product costing and pricing strategies;
- Sanitation and safety issues and considerations for the food and beverage industry;
- Food and beverage facility design, layout and equipment purchasing.

O: Methods of Instruction

This course will use a variety of teaching/learning activities. Activities may include role playing, group discussions, oral presentations, demonstrations and practical labs.

P: Textbooks and Materials to be Purchased by Students

Text: Jack D. Ninemeier. *Food and Beverage Management*, Latest ed.

Reference: Lendal H. Kotchevar, Mary L. Tanke. *Bar and Beverage Operation*, Latest ed.

Q: Means of Assessment

Quizzes (2)	30%
Assignments (2)	35%
Class participation	10%
Final Exam	<u>25%</u>
Total	<u>100%</u>

<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>

Course Designer(s): **Mark Elliott**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar