



**M:** Course Objectives / Learning Outcomes

1. Define the role of management and discuss general elements of food and beverage service management;
2. Plan, evaluate and cost out menus;
3. Develop guidelines for organizing and equipping a kitchen.

**N:** Course Content:

1. Technical considerations required in purchasing food items.
2. Proper purchasing, receiving, storing and issuing procedures.
3. Management practices for an effective food service operation.
4. Scheduling of staff for a food service operation.
5. Customer service factors applicable to a restaurant operation, e.g., reservations, complaints, large parties, line-ups, hostessing, and the manager's role in providing such service.
6. The parts of a bar, its physical requirements and factors affecting its atmosphere, image, decor and layout.
7. The equipment and tools required to run an efficient and profitable service operation.
8. Planning staffing requirements for a beverage service operation.
9. Setting up a beverage service operation.
10. The principles and procedures involved in purchasing, receiving, storing and issuing alcoholic beverages.
11. Pricing beverage products, preparing budgets, implementing proper controls, and tracking the performance of beverage service operations.
12. Marketing alcoholic beverages.
13. The regulatory bodies and statutes pertinent to beverage service operation.

**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

Powers, Tom. An Introduction to Management in the Hospitality Industry, Latest Ed. Toronto: John Wiley and Sons.

Katsigris, C. and M. Porter. The Bar and Beverage Book, Latest Ed. Toronto: John Wiley and Sons.

**Q:** Means of Assessment

Labs (2 @ 10%)	20%
Assignments (2 @ 15%)	30%
Tests (2 @ 15%)	30%
Final examination	<u>20%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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Course Designer(s) Mark Elliott

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Education Council / Curriculum Committee Representative

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Dean / Director Rosilyn G. Coulson

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Registrar T. Angus

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