

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**
 Program: **HOTEL AND RESTAURANT MANAGEMENT** Revision of Course Information form:

C: **HORM 230** D: **FOOD AND BEVERAGE OPERATIONS** E: **3**

Subject & Course No.	Descriptive Title	Semester Credit
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<p>F: Calendar Description: This course covers the theoretical application of food and beverage management. Students develop competencies in management practices, menu creation, purchasing, payroll systems, and merchandising and promotional techniques. Students learn to plan, organize, and cater functions through integrated teamwork and participation. The course includes a systematic approach to beverage operations with emphasis on management and operations controls.</p>	<p>Summary of Revisions:</p>
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G: Type of instruction: Hrs per week

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):		Hrs.
*:		Hrs.
Total:	4	Hrs.

H: Course Prerequisites:
HORM 130

I: Course Corequisites:
nil

J: Course for which this Course is a Prerequisite:
HORM 330 and HORM 340 and HORM 450

K: Maximum Class Size:
35

L: College Credit Transfer

College Credit Non-Transfer

Non-Credit

M: Transfer Credit: Requested:

Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
SFU
UBC
UNBC
UVIC
Other:

Course Designer(s)

Director/Chairperson

Divisional Dean

Registrar

N: 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.

O. COURSE OBJECTIVES

The student will be able to

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.

P. 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.

Q. METHOD 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.

R. COURSE EVALUATION

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.

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