Course Title: Food and Beverage Management  
Course Code: 0381411  
Course Level: First Year  
Course Prerequisite(s) and/or Co requisite(s): 0381141  
Credit Hours: 3  
Lecture Time: …

<table>
<thead>
<tr>
<th>Specifics Academic Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Rank</td>
</tr>
<tr>
<td>Office number &amp; location</td>
</tr>
</tbody>
</table>
| Office hours             | Sunday/ Tuesday/ Thursday 12:00-13:00  
                          | Monday-Wednesday 11:15-12:45 |
| E-mail address           | rhaddad@philadelphia.edu.jo |

This course is covered in the following College and Department Learning Outcomes:

Department Learning Outcome no. 2, no. 3, and no. 5

Course Module Description:

This course provides students with an introduction to the food and beverage services and operations. It offers a historical background of the development of food and beverage services, their operations and management phases, such as product devilment, production, equipping and staffing, events and performance.

Course Module Objectives:

The focus of the course will be on:

- Understanding the concepts, definitions and history of food and beverage services.
- Recognising the plans and control needed to be considered in food and beverage operations.
• To be familiar with the topics such as customer service, food production and service methods.
• To illustrate how students may making a strategic decision.

Course/ module components

• **Books (author(s), year of publication, title, publisher)**


• **Support material (s) (vcs, acs, etc).**
• **Study guide (s) (if applicable)**
• **Homework and laboratory guide (s) if (applicable).**

**Teaching methods:**

Lectures, brainstorming, tutorials, problem solving, assignments, learning through playing, presentations and posters etc.

**Learning outcomes:**

• **Knowledge and understanding**

  1- To acknowledge the history and development of food and beverage services.
  2- To understand the different managerial phases of food and beverage industry.

• **Cognitive skills (thinking and analysis).**

  1- Enhance critical thinking amongst students in order to recognize the significance of food and beverage services within tourism and hospitality industry.
2- To analysis the difference between food production and beverage provision.

- **Communication skills (personal and academic).**

  1- To illustrate how student may connect between theoretical and practical issues in food and beverage services management.
  2- To illustrate the particularities of food production and beverage provision.

**Assessment instruments**

- Short Reports and/ or Presentations, and/ or short Research Projects
- Class activities
- Homework
- Final Exam: 40 marks

<table>
<thead>
<tr>
<th>Allocation of Marks</th>
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<tbody>
<tr>
<td>Assessment Instruments</td>
</tr>
<tr>
<td>First Exam</td>
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<td>Second Exam</td>
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<tr>
<td>Final Exam</td>
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<tr>
<td>Reports, Essays, Homework and Presentations, etc.</td>
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<td>Total</td>
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**Documentation and academic honesty**

- Documentation style (Harvard style). File attached
- Protection by copyright
- Avoiding plagiarism.

**Course/Module Academic Calendar**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Basic &amp;support material to be covered</th>
<th>Homework /report due dates</th>
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<tbody>
<tr>
<td>1st</td>
<td>19/10/2014 – 23/10/2014</td>
<td>Historical background. Concepts and definitions of food and beverage services.</td>
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<tr>
<td>2nd</td>
<td>26/10/2014 – 30/10/2014</td>
<td>Product development</td>
<td></td>
</tr>
<tr>
<td>3rd</td>
<td>2/11/2014 – 6/11/2014</td>
<td>Operational areas, equipment and staffing</td>
<td></td>
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<tr>
<td>4Th</td>
<td>9/11/2014 – 13/11/2014</td>
<td>Operational areas, equipment and staffing</td>
<td></td>
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<tr>
<td>5Th</td>
<td>16/11/2014 – 20/11/2014</td>
<td>Food production and beverage provision</td>
<td></td>
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### 7Th
30/11/2014 – 4/12/2014
Restaurant management

### 8Th
7/12/2014 – 11/12/2014
Restaurant management

### 9Th
14/12/2014 – 18/12/2014
Food and beverage services

### 10Th
21/12/2014 – 25/12/2014
Events, conferencing and banqueting

### 11Th
28/12/2014 – 1/1/2015
Revision- Second exam

### 12Th
4/1/2015 – 8/1/2015
Appraising performance

### 13Th
11/1/2015 – 15/1/2015
Making strategic decisions

### 14Th
18/1/2015 – 22/1/2015
Articles - Case studies

### 15Th
25/1/2015 – 29/1/2015
Students' Presentations and Assignments

### 16Th
1/2/2015 – 9/2/2015
Final Examination

## Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

## Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

## Module references

### Books

<table>
<thead>
<tr>
<th>Code</th>
<th>0381411</th>
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<tbody>
<tr>
<td>Course Name</td>
<td>Food &amp; beverage management.</td>
</tr>
<tr>
<td>Book title</td>
<td>Food &amp; beverage management</td>
</tr>
<tr>
<td>Autor/s</td>
<td>Cousins, J. Foskett, D. and Pennington, A</td>
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<tr>
<td>Edition</td>
<td>3rd</td>
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<tr>
<td>Publisher/ ISBN</td>
<td>Goodfellow Publisher Ltd</td>
</tr>
<tr>
<td>ISBN</td>
<td>978-1-906884-26-0</td>
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### Journals

- International Journal of Contemporary Hospitality
- Food and beverage journal