

**Philadelphia University**

**Faculty of Administrative and Financial Sciences**

**Department of Hotel and Tourism Management**

**Academic Year 2014-2015**

**Course Syllabus**

**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: …**

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| **Specifics Academic Staff** |
| **Rafa Harahsheh** | **Name** |
| **Assistant Professor** | **Rank**  |
| **52320 – Fifth floor** | **Office number & location** |
| **Sunday/ Tuesday/ Thursday 12:00-13:00****Monday-Wednesday 11:15-12:45** | **Office hours** |
| **rhaddad@philadelphia.edu.jo** | **E-mail address** |

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)**
1. Cousins, J. Foskett, D. and Pennington, A., 2011. *Food & beverage managemant*. 3rd edition. London: Goodfellow Publisher Ltd.
2. 2013 Food and Beverage Industry Outlook Survey. Available from: <https://www.kpmg.com/US/en/IssuesAndInsights/ArticlesPublications/Documents/food-beverage-outlook-survey-2013.pdf>. Accessed 11th September 2014.
3. Cooper, C., 2012. *Essentials of tourism*. New Jersey: Pearson Education Ltd.

**First Chapter p.p 5-7.**

1. AbuKhalifeh, A. and Som, A., 2012. *In:* Guest satisfaction and loyalty in food and beverage service department in the hotel industry. *2nd international conference on management (ICM) proceedings,* 11- 12 June 2012 Lankawikedah. Malaysia: ICM Proceedings, 996-1008.
2. AbuKhalifeh, A. and Som, A., 2013. *In:* Service quality gaps: For food and beverage service division in Jordanian hotels. *Proceedings of the 3rd regional conference on tourism research,* 29-31 Oct, 2013, Langkawi, Malaysia. Malaysia: 3rd regional conference on tourism research proceedings, 691-697.
* **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

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| **Allocation of Marks** |
| **Mark** | Assessment Instruments |
| **20** | First Exam |
| **20** | Second Exam |
| **40** | Final Exam |
| **20** | Reports, Essays, Homework and Presentations, etc. |
|  **100** | Total |

**Documentation and academic honesty**

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

**Course/Module Academic Calendar**

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| --- | --- | --- | --- |
| **Week** | **Date** | **Basic &support material to be covered** | **Homework****/report** **due dates** |
| **1st** | 19/10/2014 – 23/10/2014 | Historical background.Concepts and definitions of food and beverage services. |  |
| **2nd** | 26/10/2014 – 30/10/2014 | Product development |  |
| **3rd** | 2/11/2014 – 6/11/2014 | Operational areas, equipment and staffing |  |
| **4Th** | 9/11/2014 – 13/11/2014 | Operational areas, equipment and staffing |  |
| **5Th** | 16/11/2014 – 20/11/2014 | Food production and beverage provision |  |
| **6Th** | **23/11/2014 – 20/11/2014** | **Revision - First exam** |  |
| **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**

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| --- | --- |
| **Code** | 0381411 |
| **Course Name** | *Food & beverage management*. |
|  | **Books** |
| **Book title**  | Food & beverage management |
| **Autor/s** | Cousins, J. Foskett, D. and Pennington, A |
| **Edition** |  3rd |
| **Publisher/ ISBN** | Goodfellow Publisher Ltd978-1-906884-26-0 |
| **Language** | 2 |

**Journals**

International Journal of Contemporary Hospitality

Food and beverage journal