

## MODULE DESCRIPTOR

<b>TITLE</b>	Understanding Food and Beverage Operations
<b>SI MODULE CODE</b>	19-4H05-00L
<b>CREDITS</b>	20
<b>LEVEL</b>	4
<b>JACS CODE</b>	D600
<b>SUBJECT GROUP</b>	Hospitality Management
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Robert Hayward

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
<b>72</b>		<b>128</b>	<b>200</b>

### **MODULE AIM**

- To introduce the student (through the medium of a practical programme of study) to the basic technical and managerial operating parameters required in the delivery of food and beverage provision across a range of food and beverage operations.
- To provide the student with a strong and comprehensive foundation in food and beverage management.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Compare and evaluate various methods of preparation, production and service;
2. Analyse preparation and service processes for efficient and effective practice;
3. Apply appropriate technical and managerial skills in operating a food service environment;
4. Apply basic management competences to various operational situations;
5. Engage in effective and efficient team working practices;

### **INDICATIVE CONTENT**

The way the curriculum has been carefully designed takes into account the differing levels of knowledge and experience the cohort as a whole will have and embraces an international perspective of food and beverage management, not just a Euro-centric view. The module is not about being trained to be a chef or waiter, but is clearly designed to introduce and develop knowledge and application of a range of food and beverage management principles and competencies. Topics covered are;

- Restaurant typologies
- Production systems
- Service systems
- Control & consistency
- Quality, pricing & evaluation
- Hospitality retail
- The menu

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

**Semester one** - students will attend lectures as a year group each week - for which they will be directed to specific literature to be read prior to the lecture. The lectures will be supported by a series of practical sessions in our kitchen laboratory, which will be attend every other week. On the weeks that students are not in a practical, they will have directed learning activities to complete and are considered as formative.

The curriculum adopts a thematic approach, in that lectures, kitchen laboratory work and other learning activities will all focus on a given theme, which in general will last for two weeks. The themes will systematically guide the student through the key principles and competencies of food and beverage management.

**Semester two** - students will experience a series of themed restaurant simulation exercises, during which they will experience the simulation from different perspectives - kitchen, restaurant and customer. In addition, they will attend planning sessions in which they will develop the operational procedures for identified restaurant themes.

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Portfolio	CW	40%	1500 words	Y
2	Essay	CW	60%	2500 – 3000 words	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

Task 1 The opportunity for formative feedback will be provided during every kitchen practical. Summative feedback will be provided in week 29

Task 2 The opportunity for formative feedback will be provided during every restaurant simulation exercise. Summative feedback will be provided in week 40

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Texts**

- Cousins, J., Foscett, D., & Gillespie, D. (2001) *Food & Beverage Management*. 2nd Edition. Harlow, Prentice Hall
- Davis, B. & Lockwood A. (1994) *Food and Beverage Management – A Selection of Readings*. Oxford, Butterworth-Heinemann.
- Davis, B., Lockwood, A. & Stone, S. (1998) *Food and Beverage Management*. 3rd Edition. Oxford, Butterworth-Heinemann
- Foscett, D. & Ceserani, V. (2007) *The Theory of Catering*. 11th Edition. Oxford, Hodder Arnold
- Foscett, D. Ceserani, V. & Kinton, V. (2004) *Practical Cookery*. 10th Edition. Oxford, Hodder Arnold
- Lillicrap, D. & Cousins, J. (2006) *Food and Beverage Service*. 7th Edition. Oxford, Hodder Arnold
- Sprenger, R.A. (2004) *The Food Hygiene Handbook*. 18th Edition. Doncaster, Highfield

### **Supplementary and Alternative Texts**

- Almanza B. A., Kotschevar, L.H. & Terreu, M.E. (2000), *Food Service Planning: layout, design & equipment*. 4th Edition. New Jersey, Prentice Hall
- Ball, S., Jones, P., Kirk, D. & Lockwood, A. (2003) *Hospitality Operations: a systems approach*. London, Continuum
- Brotherton, B. (2003) *The International Hospitality Business. Structure, characteristic and issues*. Oxford, Butterworth Heinemann.
- Gillespie, C. (2001) *European Gastronomy in the 21st Century*. Oxford, Butterworth-Heinemann
- Jones, P. (2002) *Introduction to Hospitality Operations*. 2nd Edition. London, Continuum
- Julyan, B. (2003) *Sales and Service for the Wine Professional*. 2nd Edition. London, Continuum
- Katsigris, C. & Thomas C. (1999) *Design and Equipment for Restaurants and Food Service: a managers view*, New York, Wiley
- Kotas, R. & Jayawardena, C. (1994) *Profitable Food and beverage Management*. Oxford, Hodder and Stoughton
- Lashley, C. (2000) *Hospitality Retail Management: a unit managers guide*. Oxford, Butterworth-Heinemann
- Lockwood, A. Baker, M. & Ghillyer, A. Eds (1996) *Quality Mngement in Hospitality: best practice in action*. London, Cassell
- MAFF (1985) *Manual of Nutrition*. 10th Edition. London, Her Majesty's Stationery Office (HMSO)
- Mill, R.C. (1998) *Restaurant Management – customers, operations & employees*. New Jersey: Prentice Hall
- Miller, J. & Pavesic, D.V. (1996) *Menu Pricing and Strategy*. 4th Edition. New York: Van Nostrand Reinhold
- Olsen, M.D. Teare, R. & Gummerrsson, E. Eds (1996) *Service Quality in Hospitality Organisations*. London, Cassell
- Sanders, E.E., Hill, T.H. & Faria, D.J. (2008) *Understanding Food Service Cost Control*. 3rd Edition. new Jersey, Prentice Hall
- Sloan, D. (2004) *Culinary Taste, The Consumer in the International Restaurant Sector*. Oxford, Butterworth-Heinemann
- Waller, K. (1996) *Improving Food and Beverage Performance* Oxford, Butterworth-Heinemann
- Wood, R. Ed (2000) *Strategic Questions in Food and Beverage Management*. Oxford, Butterworth-Heinemann

### **Supplementary and Alternative Articles**

- Graham, D. & Oxley, L. (2003) *Exploratory Study – The Chef & the Open Kitchen* CHME Research Conference, Cardiff
- Graham, D. (2001) *The Changing Face of the International Themed Restaurant* CHME Conference, London
- Graham, D. (2006) *The Return of Gueridon Service*. The Hospitality Review Vol 8 Number 3 pp 5 - 11
- Wilson, B. (2008) *Introducing Non-Human Technology in Licensed Retail*. The Hospitality Review, Vol 10 Number 3 pp 36 - 39

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

*Academic Journals*

British Food Journal

Cornell Hotel and Restaurant Administration Quarterly

The Hospitality Review  
International Journal of Hospitality Management  
International Journal of Contemporary Hospitality Management  
Journal of Foodservice Business Research  
Journal of Quality Assurance in Hospitality and Tourism  
Mintel Marketing Intelligence  
Service Industries Journal

***Trade Press***

Caterer & Hotelkeeper  
Cost Sector Catering  
Croner's Catering  
The Grocer  
Hospitality (the official HCIMA journal)  
Hospitality Directions, Europe edition  
Hospitality Matters  
The Publican  
Restaurants & Institutions  
Restaurant Magazine

***Internet sources*** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

Caterer & Hotelkeeper On-line available at [www.caterer-online.com](http://www.caterer-online.com)  
Chain Leader magazine, available at [www.chainleader.com](http://www.chainleader.com)  
The Restaurant Association, available at  
[www.yourbha.org/index.php?option=com\\_content&task=view&id=21&Itemid=105](http://www.yourbha.org/index.php?option=com_content&task=view&id=21&Itemid=105)  
British Hospitality Association, available at [www.bha.org.uk](http://www.bha.org.uk)  
Lexis-Nexis Executive

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	<b>Sept 2013</b>

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	<b>Module Begins</b>	<b>Module Ends</b>
<b>Course Intake 1</b>	Sept 2013	May 2014
<b>Course Intake 2</b>	DD/MM/YYYY	DD/MM/YYYY
<b>Course Intake 3</b>	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	