MODULE DESCRIPTOR

TITLE	Managing Food and Beverage Operations
SI MODULE CODE	19-5H05-00L/S
CREDITS	20
LEVEL	5
JACS CODE	N800
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Norman Dinsdale

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	**Placement (if applicable)**	**Independent Guided Study**	**Total Number of Study Hours**
44		156	200

MODULE AIM

The aims of this module are to familiarise students with the different Food Production and Food Service systems that are used in the Hospitality Industry; This will further provide an opportunity for students to evaluate the use of technology within the Food and Beverage system and examine the factors (both internal and external) that impact on the planning and management of Food & Beverage operations; In doing so the students will examine the financial, legal and marketing constraints which drive decision making within Food and Beverage operations, examine the roles, responsibilities and relationships that exist between the key stakeholders involved in the Food and Beverage system (including customers, staff and suppliers/contractors.

The Module will familiarise students with the provision of a 'quality' experience within a Food and Beverage setting; examine current trends that are impacting on the Food and Beverage system; develop the key skills and attributes required by the Food and Beverage Manager; familiarise students with the skills and knowledge required by staff in a food and beverage operation and to provide students with an understanding of, the key food hygiene and health and safety requirements, required by statute, in running a food and beverage operation.

MODULE LEARNING OUTCOMES

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

1. Identify the range of Food Production and Service systems used by the Hospitality Industry and evaluate their appropriateness for different food service settings and identify current trends that influence the Food and Beverage concept planning process.
2. Critically evaluate the use of Technology for different sectors of the Food and Beverage industry;
3. Identify and evaluate the internal and external factors that impact on the planning, management and control of Foodservice operations;
4. Work individually and as part of a team to solve the complex problems of planning and operating a food service concept. This will involve the production of standard operating procedures to ensure 'control' throughout the system;
5. Produce a training operations manual/resource
6. Access and evaluate relevant information/data to inform the decision making/planning process;

INDICATIVE CONTENT

- Menu Planning & Design;
- Technological Food Service Systems – Cook Freeze, Cook Chill & Sous Vide;
- Relevant Health and Safety and Food Hygiene legislation and requirements;
- Food & Beverage Purchasing & Supply;
- Financial Planning and Profitability in Food and Beverage Operations;
- Managing Personnel in a Food and Beverage Operation;
- Menu Engineering and Sales Analysis;
- The management of supply and demand in Food and Beverage Systems;
- Control in Food and Beverage Operations – establishment of Standard Operating Procedures and training resources
- The selling of the Meal experience;
- Quality Assurance of Food and Beverage systems.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

- Teaching and learning for this module will be provided via lectures/seminars and practical sessions.
- A series of lectures/seminars will be used to deliver the relevant food and beverage management theory along with an opportunity for students to assimilate and apply information.
- Lectures/seminars will introduce the role of the food and beverage manager and "set the scene" for the concept development
- A series of practical sessions will be used so that students can further-develop their group menu and service system identified in their concept.
- Each sub-group will carry out a presentation relating to their chosen concept and the rationale behind it. Each group will need to present for summative assessment their concept portfolio.
- The students running the concept will also be required to produce individual reports evaluating to the effectiveness of their event; the final, individual, report will also include brief sections analysing and commenting on the two events they attended as (1) staff members and (2) customers.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Design and Delivery of F&B Concept with Operations Manual	CW	50%	2500	Y
2	Individual Reflective Report	CW	50%	2500	N

The Module will be assessed in two stages, as indicated above. The project teamwork exercise is designed to provide students with the opportunity to work as part of a team in the collective planning and delivery of a 'real life' restaurant concept.

During the first part of semester 1 the student teams will be working towards the design and development of their concept from day one. At the end of each seminar it is planned that the students will be tasked with 'homework' which directly leads to the further development of their concept. This work will be presented to the tutors at which stage verbal feedback will be given, where appropriate.

During Semester 1 each project team will then hand in their project team Operations Manual outlining the 'blueprint' for the operation of their concept. Following two, non-assessed, practice sessions the teams will then deliver their restaurant concepts to a mix of paying customers and non-paying peer student groups.

Some of the concept teams will run their concepts in the restaurant on the 12th floor of the Owen Building (1239) at the end of Semester 1. In semester 2 the remaining concept teams will run their concepts. The design and delivery of the concepts will be assessed by the module tutors.

Additionally and importantly, each individual student will act as both a member of staff for a peer group concept and as a customer for another peer group concept. The individual students will then produce a reflective report which critically all three elements of the concept deliveries – their own group's concept; the concept attended as a member of staff and the concept attended as a customer

<u>FEEDBACK</u>
Students will receive feedback on their performance in the following ways

Supportive feedback will be given to students during the first seven weeks whilst they are preparing their concepts. This will include clarification of the expected criteria, industry standards, statutory responsibilities, customer expectations, etc..

Part of the process will involve a non assessed project team presentation, professionally outlining the restaurant concept prior to the event. Students will receive feedback from both peers and the lecturing team at this point. Any significant failings in concept design may be identified and corrective suggestions made.

Written feedback for the Concept Design and Delivery will be given to students once all student group concepts have been delivered.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Campbell, John; Foskett, David; Ceserani, Victor, - Advanced practical cookery: a textbook for education and industry, 4th ed, London, Hodder Arnold, 2006
Ceserani, Victor.. & Foskett, David, 1951-. Practical cookery. Abingdon : Hodder Education, 2008.
Cousins, John A. & Foskett, David, 1951. Food and beverage management [ELECTRONIC BOOK] : for the hospitality, tourism and event industries. Woodeaton : Goodfellow Publishers, c2011.
Dopson, Lea R; Hayes, David K; Miller, Jack E, FOOD AND BEVERAGE COST CONTROL Fourth Edition, Hoboken, N.J. : John Wiley and Sons, 2008
Foskett, David, 1951-. & Ceserani, Victor.. Ceserani and Kinton's the theory of catering. London : Hodder Arnold, 2007.
Katsigris, Costas.. & Thomas, Chris, 1956-. Design and equipment for restaurants and foodservice [ELECTRONIC BOOK] : a management view. Hoboken, N.J. : Wiley ; Chichester : John Wiley [distributor], c2009.
Myrvold, Nathan. Modernist Cuisine (Vols 1 – 6).. Bellevue, WA : Cooking Lab, 2011
Sprenger, Richard A. The food hygiene handbook. Highfield, 2009
Supplementary and Alternative Texts
Alícia Foundation elBullitaller. Modern gastronomy A to Z: a scientific and gastronomic lexicon, Boca Raton, CRC, 2010
Almanza B. A., Kotschevar, L.H. & Terreu, M.E. (2000), Food Service (Layout, Design & Equipment) Planning, Prentice Hall, New Jersey
Mill, R.C. (1998) Restaurant Management – customers, operations & employees. New Jersey: Prentice Hall
Miller, Jack E.; Dopson, Lea R.; Hayes, David K. Food and Beverage Cost Control, [ELECTRONIC BOOK] , Hoboken, N.J. : John Wiley and Sons, 2006
Miller, J. & Pavesic (1996) *Menu Pricing and Strategy.* New York: Van Nostrand Reinhold
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
BBC Good Food
The Caterer
Decanter Wine Magazine
Hospitality (the official IHM journal)
Journal of Culinary Science and Technology
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
The Cornell Hotel and Restaurant Administration Quarterly
National newspapers - food & wine sections; various food based magazines
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.
http://www.bbc.co.uk/food/
http://www.culinology.com/
http://www.caterersearch.com/Home/
http://www.restaurantmagazine.com/
http://www.moleculargastronomynetwork.com/home.html
http://www.wine-pages.com/

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	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

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.*

	Module Begins	Module Ends
Course Intake 1	24/09/2013	22/03/2014
Course Intake 2	30/09/2013	20/12/2013
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

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?	

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 <u>cannot</u> 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

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

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.**	