



# Course Specification

(Bachelor)

Course Title: **Food and Beverage Management and Service**

Course Code: **5403354-3**

Program: **Tourism and Hotel Management**

Department: **Tourism and Hospitality**

College: **School of Business and Economics**

Institution: **Umm Al-Qura University**

Version: **V2**

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رئيس قسم السياحة والضيافة  
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## A. General information about the course:

### 1. Course Identification

1. Credit hours: ( 3 )

#### 2. Course type

A.  University  College  Department  Track  Others  
 B.  Required  Elective

3. Level/year at which this course is offered: ( 3<sup>rd</sup> year/ 5 the semester

#### 4. Course general Description:

This course is designed to introduce the students the basic elements of food and beverage management and service. It presents the different categories of food service markets (commercial foodservice market and institutional foodservice market). Students will be familiar with organizational chart of the food and beverage department in hotels and the job hierarchy in hotels and restaurants. Different types of restaurants, menu planning techniques will be discussed in details. The course also covers the management in foodservice including chains, franchising and management contract. Moreover, the students will also engage in the theory and practice of service fundamentals. Basic service styles, such as French, Russian, and American service will be taught along with food and beverage service equipment required for different functions. The course covers also many topics such as catering, quality of service and meal experience.

#### 5. Pre-requirements for this course (if any):

5403105-2

#### 6. Pre-requirements for this course (if any):

-

#### 7. Course Main Objective(s):

- Understanding of the range of food and beverage suppliers including commercial and non-commercial providers.
- Recognizing the cost oriented and market-oriented segments.
- Recognizing the different types of restaurants.
- Understanding the management process of restaurants





- Identifying the chains and franchising concepts in restaurants business.
- Recognizing the different types of service delivery process.
- Understanding the meal experience factors.

## 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	60%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		
4	Distance learning		
5	Other		40%

## 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>30</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	An understanding of the range of food and beverage suppliers including commercial and institutional foodservice markets		Lectures Group discussions Focus group	Quizzes Assignments Presentations



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.2	An understanding of the steps involved in the food and beverage management process	1.1	Lectures Group discussions Focus group	Quizzes Assignments Presentations
1.3	An understanding of the different management types in the food and beverage management (chains, franchising, management contract)	1.2	Lectures Group discussions Focus group	Quizzes Assignments Presentations
1.4	Essential practical skills which are needed to work in any food and beverage service operation	1.2	Lectures Group discussions	Quizzes Assignments Presentations
1.5	An understanding of menu design, planning, pricing and its value as a marketing tool	1.2	Lectures Group discussions	Quizzes Assignments Presentations
<b>2.0</b>	<b>Skills</b>			
2.1	Employ effective interpersonal skills in delivering services to customers	2.4	Practical lectures	Oral quizzes
2.2	Apply knowledge of the service techniques to serve the customers	2.4	Practical lectures	Oral quizzes
2.3	Apply menu planning techniques	2.4	Practical lectures	Oral quizzes
2.4	Ensure service quality by adhering to house policies and standards related to service, by monitoring service quality, and by making recommendations for improving service	2.2	Practical lectures	Oral quizzes
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Contribute to the development and implementation of a	3.8	Lectures Group discussions	Quizzes Assignments Presentations



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	customer service quality assurance plan			
3.2	Comply with policies and legislation governing ethical behavior, rights, and freedoms, and codes of conduct	3.6	Lectures Group discussions	Quizzes Assignments Presentations
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	3.1	Lectures Group discussions	Quizzes Assignments Presentations

### C. Course Content

No	List of Topics	Contact Hours
1.	An introduction to Food Service Industry and its importance	3
2.	Organizational Structure of Food and Beverage Operations	3
3.	commercial and non-commercial food service operations.	3
4.	Restaurants' types	3
5.	Restaurant Operations	3
6.	Food and Beverage Management	3
7.	Service delivery process	3
8.	Introduction to menu planning	3
9.	Menu planning techniques	3
10.	Facility Sanitation and Safety	3
<b>Total</b>		<b>30</b>

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assessment task (eg. essay, test, group project, examination etc.)	Every week	10
2.	Attendance and Participation	Every week	10
3.	Group Presentation	9 <sup>th</sup> week	10



No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
4.	Mid Term	8 <sup>th</sup> week	30
5.	Final Exam	11	40
-	Total		100

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	<ul style="list-style-type: none"> <li>Payne-Palacio, J., &amp; Theis, M. (2016). Foodservice management: Principles and practices. Pearson.</li> <li>Walker, J. (2016). Exploring the Hospitality Industry, Global Edition. Pearson.</li> </ul>
Supportive References	<ul style="list-style-type: none"> <li>Wood, RC., (2000), Strategic Questions in Food &amp; Beverage Management, London: Butterworth &amp; Heinemann</li> <li>Davis, B., Lockwood, A., Pantelidis, I. &amp; Alcott, P., (2008), Food and Beverage Management (4<sup>th</sup> Ed). Oxford: Elsevier</li> <li>Lebensky, S., Martel, P. R., Lebensky, S. R. and Hause, A. M. (2010). On Cooking: A Textbook of Culinary Fundamentals (5th Edition). Prentice Hall.</li> </ul>
Electronic Materials	<ul style="list-style-type: none"> <li>Journal of foodservice</li> <li>Mintel Reports</li> <li>ProQuest</li> <li>Science Direct; Travel and Tourism Analyst</li> <li>Annals of Tourism Research</li> <li>Current Issues in Tourism</li> <li>International Journal of Hospitality Management</li> <li>International Journal of Contemporary Hospitality Management</li> <li>Journal of Hospitality and Tourism Research</li> <li>Journal of restaurants</li> <li>Journal of Service Quality</li> <li>Journal of Travel Research</li> </ul>
Other Learning Materials	Online access to different hospitality management and food service resources





## 2. Required Facilities and equipment

Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	<b>(Classrooms equipped with wireless internet service.) Classroom with max of 30 seats-</b>
<b>Technology equipment</b> (projector, smart board, software)	<b>Projector, White board, flip chart</b>
<b>Other equipment</b> (depending on the nature of the specialty)	-

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Course instructor	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Effectiveness of Students assessment	The Department	At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome
Quality of learning resources	Course instructor	The course instructor update the learning resources list every semester of teaching the course
The extent to which CLOs have been achieved	Peer review/ Program leader	Direct/ Indirect
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)







## G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	07/12/2023

