



Course Specifications

Course Title:	Food and Beverage Management
Course Code:	
Program:	Hotel Management track
Department:	Tourism and Hotel
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 3 rd years, 7 th semester
4. Pre-requisites for this course (if any):
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	60%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	3	40%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	

B. Course Objectives and Learning Outcomes

This course is designed to introduce the students the basic elements of food and beverage management. 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. The course also covers the management in foodservice including chains, franchising and management contract. Moreover, the course covers also many topics such as catering, quality of service and meal experience.

2. Course Main Objective

- 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.
- Understanding the meal experience factors.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	An understanding of the range of food and beverage suppliers including commercial and institutional foodservice markets	√
1.2	An understanding of the steps involved in the food and beverage management process	√
1.3	An understanding of the different management types in the food and beverage management (chains, franchising, management contract)	√
1.4	Essential practical skills which are needed to work in any food and beverage service operation	√
		√
2	Skills :	
2.1	Employ effective interpersonal skills in delivering services to customers	√
2.2	Apply knowledge of the service techniques to serve the customers	√
2.3	Apply menu planning techniques	√
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	√
3	Values:	
3.1	Contribute to the development and implementation of a customer service quality assurance plan	√
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	√
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	√

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 food service operations.	3
4	None-commercial food service operations.	3
5	Cost oriented and market oriented	3
6	Meal experience concept and application	3
7	Food and beverage management in hotel	3
8	Food and beverage management in restaurants	3
9	Franchising and chains	3
10	Catering	3
11	Modern and New Trends in food service	3
Total		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
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 Role play
1.2	An understanding of the steps involved in the food and beverage management process	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.3	An understanding of the different management types in the food and beverage management (chains, franchising, management contract)	Lectures Group discussions	Quizzes Assignments Presentations Role play
2.0	Skills		
2.1	Employ effective interpersonal skills in delivering services to customers	Practical lectures	Oral quizzes
2.2	Apply knowledge of the service techniques to serve the customers	Practical lectures	Oral quizzes
2.3	Apply menu planning techniques	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	Practical lectures	Oral quizzes
3.0	Value		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Contribute to the development and implementation of a customer service quality assurance plan	Lectures Group discussions	Quizzes Assignments Presentations Role play
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	Lectures Group discussions	Quizzes Assignments Presentations Role play
...	Use appropriate software to record and compile financial information relating to hospitality operations	Lectures Group discussions	Quizzes Assignments Presentations Role play

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (eg. essay, test, group project, examination etc.)	6	5%
2	Class room activity	8	5%
3	Individual Essay	10	5%
4	Mid-term exam	12	20%
5	Group Presentation	Every week	5%
6	Semester Work (quizzes- problem solving- attendance)	Ongoing	10%
7	Oral exam	15	10%
8	Final exam	16	40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours (11/week).
- E-mail (available).
- Meetings (3-5 times /semester)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	<ul style="list-style-type: none"> • Wood, RC., (2000), Strategic Questions in Food & Beverage Management, London: Butterworth & Heinemann • Davis, B., Lockwood, A., Pantelidis, I. & Alcott, P., (2008), Food and Beverage Management (4th Ed). Oxford: Elsevier • Cousins, J., Foskett, D. and Gillespie, C., (2002), <i>Food and Beverage Management</i>, (2nd Ed). Harlow: Prentice Hall.
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	<ul style="list-style-type: none"> • Lillicrap, D., Cousins, J. and Smith, R., (1999) <i>Food & Beverage Service</i>, (6th Ed). Oxford: Hodder & Stoughton. • Lebensky, S., Martel, P. R., Lebensky, S. R. and Hause, A. M. (2010). <i>On Cooking: A Textbook of Culinary Fundamentals</i> (5th Edition). Prentice Hall.
Essential References Materials	<ul style="list-style-type: none"> • Ball, S., Jones, P., Kirk, D. and Lockwood, A., (2003), <i>Hospitality Operations: A Systems Approach</i>. London: Continuum. • Bowie, D. and Buttle, F., (2004), <i>Hospitality Marketing – An Introduction</i>. Oxford: Elsevier. • Pizam, A. & Holcomb, J., (Eds), (2008), <i>International Dictionary of Hospitality Management</i>. Oxford:Elsevier
Electronic Materials	<ul style="list-style-type: none"> ▪ Journal of foodservice ▪ Mintel Reports; ▪ Proquest; ▪ Science Direct; Travel and Tourism Analyst ▪ Annals of Tourism Research ▪ Current Issues in Tourism ▪ International Journal of Hospitality Management ▪ International Journal of Contemporary Hospitality Management ▪ Journal of Hospitality and Tourism Research ▪ Journal of restaurants ▪ Journal of Service Quality <p>Journal of Travel Research</p>
Other Learning Materials	Online access to different hospitality management and food service resources

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms equipped with wireless internet service.) Class room with max of 30 seats-
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart,
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	-

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation 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 teaching	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

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	May 2022