



## Course Specifications

<b>Course Title:</b>	<b>Food and beverage Cost Control</b>
<b>Course Code:</b>	
<b>Program:</b>	<b>B.Sc of Hotel Management</b>
<b>Department:</b>	<b>Tourism and Hotels Management</b>
<b>College:</b>	<b>College of Business</b>
<b>Institution:</b>	<b>Umm Al-Qura University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered:</b> 3 <sup>rd</sup> years, 8 <sup>th</sup> semester
<b>5. Co-requisites for this course (if any):</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	3	80%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	3	20%

### 7. Contact Hours (based on academic semester)

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

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Students in this course are introduced to the following areas: the different types of costs in hotels as a whole and in specific in the food and beverage area, the control process in food production system, the function of the purchasing agent, product selection, purchasing procedures, inventory control, and storage of all products used within foodservice. Issues will include menu pricing, food cost, sales, inventory levels, spoilage and waste. Students will learn how to create and formulate inventory values and perform a menu analysis. Students also will be familiar with calculating cost of food sold, employees productivity and estimating cost percentages.

## 2. Course Main Objective

- An understanding of cost control as an important operational function for hospitality operations.
- Explaining the ethics of the cost control process.
- Understanding the inventory management process.
- Demonstrating the ethical cost control practices for the hospitality industry.
- Calculate cost of sales, food cost percentage, and buffet costs; determine menu costs based on pricing formulas.
- Describe sustainable cost control practices in the hospitality industry.

## 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	To Describe the flow of goods in a typical food service operation	√
1.2	To understand the different costs in the hotels industry (fixed cost, variable costs)	√
1.3	Analyze market fluctuations and product costs	√
1.4	Cost and price menu items; calculate food cost percentages	√
2	<b>Skills :</b>	
2.1	Identify and resolve basic problems arising in a food and beverage costs during daily operation	√
2.2	Determine food cost value based on sales, purchases and inventory value.	√
2.3	Conduct a yield and cost comparison test of pre-fabricated products and on premise fabricated Products	√
2...		√
3	<b>Values:</b>	
3.1	Manage effective performance within a team environment.	√
3.2	Taking a leadership/managerial role as appropriate.	√
3.3	Value and practice active listening, critical thinking, and critical reading	√
3.4	Distinguish and produce forms of communication relevant to academia, business, government, and industry	√

## C. Course Content

No	List of Topics	Contact Hours
1	Cost and sales concepts in the hospitality industry	3
2	The control process in the hospitality industry	3
3	Food purchasing and control procedures used in the hospitality industry.	3
4	Food storing and issuing controls used in the hospitality industry.	3
5	Food portion control procedures.	3
6	Food quantity control procedures.	3
7	Monthly monitoring of food service operations	3
8	Daily monitoring of food service operations	3
9	Calculations of actual and standard food costs	3
10	Menu engineering and analysis.	3
11	Controlling food sales	3
12	Food cost control in practice (e.g. standardization)	3
<b>Total</b>		

## D. Teaching and Assessment

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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	To Describe the flow of goods in a typical food service operatio	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	To understand the different costs in the hotels industry (fixed cost, variable costs)	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Analyze market fluctuations and product costs	Exams Team Work Assignments Course Work	
1.4	Cost and price menu items; calculate food cost percentages	Active Learning strategies	Exams Team Work Assignments Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	Identify and resolve basic problems arising in a food and beverage costs during daily operation	Traditional lectures	Oral quizzes
2.2	Determine food cost value based on sales, purchases and inventory value.	Traditional lectures	Oral quizzes
2.3	Conduct a yield and cost comparison test of pre-fabricated products and on premise fabricated Products	Traditional lectures	Oral quizzes
2.4	Identify and resolve basic problems arising in a food and beverage costs during daily operation	Traditional lectures	Oral quizzes
<b>3.0</b>	<b>Value</b>		

<b>Code</b>	<b>Course Learning Outcomes</b>	<b>Teaching Strategies</b>	<b>Assessment Methods</b>
3.1	Manage effective performance within a team environment.	Traditional lectures	Active Learning strategies
3.2	Taking a leadership/managerial role as appropriate.	Traditional lectures	Active Learning strategies
3.2	Value and practice active listening, critical thinking, and critical reading	Traditional lectures	Active Learning strategies
4.2			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (eg. essay, test, group project, examination etc.)	3	10 %
2	Class room activity	Every week	10 %
3	Mid-term exam	6	5%
4	Group Presentation	10	20%
5	Semester Work (quizzes- problem solving- attendance)	Ongoing	15%
6	Final exam	11	40%
7			

\*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 ( 2-4 times /semester)

## F. Learning Resources and Facilities

### 1.Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• Controlling Foodservice Costs (2nd edition) Author: National Restaurant Association. Manage First Program ISBN: 9780132175272</li> <li>• Food and Beverage Cost Control (2010) Delmar Cengage Learning; 2 edition</li> </ul>			
<b>Essential References Materials</b>	Food and Beverage Cost	Clement Ojugo	2010	Delmar Cengage Learning edition
<b>Electronic Materials</b>	<ul style="list-style-type: none"> <li>• Cornell Hotel and Restaurant Administration Quarterly</li> <li>• Hospitality Review</li> <li>• Hotel &amp; Restaurant Magazine</li> <li>• International Journal of Hospitality Management</li> <li>• International Journal of Contemporary Hospitality Management</li> <li>• Managing Service Quality</li> <li>• Service Industries Journal</li> <li>• Caterer and Hotelkeeper <a href="http://www.caterer.com">www.caterer.com</a></li> <li>• Mintel Market Intelligence <a href="http://www.reports.mintel.com/">http://www.reports.mintel.com/</a></li> <li>• Mintel Market Intelligence <a href="http://www.reports.mintel.com/">http://www.reports.mintel.com/</a></li> </ul> <p>The Institute of Hospitality</p>			
<b>Other Learning Materials</b>				

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) Class room with max of 30 seats-
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart,
<b>Other Resources</b> (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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	April 2022