



Course Specifications

Course Title:	Food and Beverage service
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 checked="" 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	33	60%
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		40%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
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 service. It includes a comprehensive overview of the basic principles used in planning, analyzing, and managing a successful restaurant and food-service operation. Different types of food services in restaurants hotels will be discussed. 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.

2. Course Main Objective.

- Define and differentiate the various types of restaurant by concept, menu type, location, price and level of service.
- Understand the food purchasing systems used in commercial food service operations.
- Identification, selection, and layout of correct equipment needed for a commercial food service operation.
- Create standardized recipes, demonstrate accurate food costing and apply appropriate pricing strategies.
- Accurately develop a staffing plan and a financial budget for the operation of a food service organization.
- Develop a marketing plan and budget for a commercial food service operation.
- Presentation of a business plan for a commercial food service operation.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Develop better understanding in Food Service Management.	
1.2	Recognize functions of Food Service Management.	
1.3	Explain basic principles applied in Food Service Management	
2	Skills :	
2.1	Employ effective interpersonal skills in delivering services to customers	
2.2	Demonstrate the skills and knowledge required to critically evaluate the provision and management of food services	
2.3	Apply a sound knowledge and application of the principles and practice of food service	
3	Values:	
3.1	Contribute to the development and implementation of a customer service quality assurance plan.	
3.2	Perform task in food service management with quality standards.	
3.3	Develop appreciation providing of foodservice.	

C. Course Content

No	List of Topics	Contact Hours
1	An introduction to Food Service Industry and its importance	3
2	Restaurants' types	3
3	Meal experience concept and application	3
4	Guest service cycle in restaurants	3

5	Service set up (buffet service/ dinner service)	3
6	Basic standards of service delivery process	3
7	Room Service	3
8	Service quality in restaurants.	3
9	Modern and New Trends in food service	3
10	Hygiene and sanitation in food service	3
11	Review	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	Develop better understanding in Food Service Management.	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.2	Recognize functions of Food Service Management.	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.3	Explain basic principles applied in Food Service Management	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	Demonstrate the skills and knowledge required to critically evaluate the provision and management of food services	Practical lectures	Oral quizzes
2.3	Apply a sound knowledge and application of the principles and practice of food service	Practical lectures	Oral quizzes
3.0	Value		
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	Perform task in food service management with quality standards	Lectures Group discussions	Quizzes Assignments Presentations Role play
3.3	Develop appreciation of providing foodservice.	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 2 h. (13/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"> • Restaurant Concepts, Management, and Operations, 8th Edition: John R. Walker, © 2018, John Wiley & Sons, Inc., Hoboken, NJ. • Cousins, J., Foskett, D. and Gillespie, C., (2002), <i>Food and Beverage Management</i>, (2nd Ed). Harlow: Prentice Hall. • Lillicrap, D., Cousins, J. and Smith, R., (1999) <i>Food & Beverage Service</i>, (6th Ed). Oxford: Hodder & Stoughton.
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.
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

	<ul style="list-style-type: none"> ▪ Journal of restaurants ▪ Journal of Service Quality Journal of Travel Research
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	April 2022