

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 306 – Food and Beverage Management

Prepared By: Dr. Charles R. Fenner

**SCHOOL OF
Business and Liberal Arts
December 2017**

- A. **TITLE:** Food and Beverage Management
- B. **COURSE NUMBER:** BSAD 306
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:**
3 lecture hours per week
- H. **CATALOG DESCRIPTION:** This course discusses the roles and responsibilities of food and beverage management in the hospitality industry. Emphasis is placed on restaurant and bar operations in the hospitality industry including resort, hotel and conference activities. The receiving, process and storage of food and beverages are emphasized along with compliance of federal regulations regarding food and beverage operations. Sustainability in food and beverage management are addressed.
- I. **PRE-REQUISITES/CO-REQUISITES:**
Pre-requisite(s): BSAD 100; and ACCT 101 or ACCT 104; or permission of instructor.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Describe the food and beverage industry and its sectors	5. Industry Skills
b. Identify and apply safety procedures in the food and beverage workplace.	5. Industry Skills
c. Examine, analyze and design menus, incorporating psychological, marketing and revenue considerations.	5. Industry Skills 2. Crit. Thinking
d. Identify federal regulations governing the food and beverage industry.	2. Crit. Thinking 5. Industry Skills
e. Develop a food and beverage operation plan to ensure profitability and curb shrinkage while maintaining sustainability.	5. Industry Skills
f. Analyze human resource issues in the food and beverage industry.	2. Crit. Thinking 5. Industry Skills

- K. **TEXTS:** Davis, B., & Lockwood, A. (2012). *Food and beverage management* (5th ed.). New York, NY: Routledge.
- L. **REFERENCES:** Applicable federal regulations and laws

- M. **EQUIPMENT:** technology enhanced classroom
- N. **GRADING METHOD:** A-F
- O. **MEASUREMENT CRITERIA/METHODS:** (Exams, Quizzes, Discussion Boards, Papers and Projects)
- P. **DETAILED COURSE OUTLINE:** (must use the outline format listed below)

This course is designed to provide students with a basic understanding of management in food and beverage operations.

- I. Food Service Industry
 - A. Overview
 - B. Roles
 - 1. Commercial Food Operations
 - 2. Non-commercial Food Operations
 - C. Responsibilities
 - 1. Commercial Food Operations
 - 2. Non-commercial Food Operations
 - D. Marketing
 - 1. Feasibility Studies
 - 2. Marketing Research
 - 3. Guest Pleasing Services
- II. Food Operations
 - A. Menus
 - 1. Schedules
 - 2. Types
 - 3. Planning
 - 4. Psychology
 - 5. Menu Driven Operations
 - B. Nutrition
 - 1. Obligations in Commercial Operations
 - 2. Obligations in Non-commercial Operations (soup kitchens, executive dining rooms, etc)
 - C. Federal Regulations
 - 1. Illness prevention
 - 2. Illness reduction
 - D. Food Presentation
 - 1. Recipe Planning
 - 2. Recipe Standardization
 - E. Service
 - 1. Types
 - 2. Excellent Customer Service
 - F. Receiving, Storage and Cost Control
 - G. Standardizing Food Costs
 - 1. Financial Planning in Food Operations
 - 2. Financial Management Software in Food Operations
 - H. Sustainability in Food Operations – Food Waste Control
- III. Beverage Operations

- A. Wine and Spirits
 - B. Beer
 - C. Receiving, Storage and Shrinkage
 - D. Federal Regulations
 - E. Alcohol Beverage Service
 - F. Standardizing Beverage Costs
 - 1. Financial planning in Beverage Operations
 - 2. Financial software in Beverage Operations
 - G. Sustainability in Beverage Operations
- IV Human Resource Issues in Food and Beverage Management
- A. Hiring, Training and Retention
 - B. Building Teamwork
 - C. Supervisor Levels and Responsibilities in the Food Service Industry
 - D. Manager Responsibilities
 - 1. Primary Groups – Customers, Employees
 - 2. Secondary Groups – Suppliers, Environment