

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



**Master Syllabus**

**BSAD 306 – Food and Beverage Management**

**Prepared By: Dr. Charles R. Fenner**

**SCHOOL OF  
Business and Liberal Arts  
Spring 2019**

- A. **TITLE:** Food and Beverage Management
- B. **COURSE NUMBER:** BSAD 306
- C. **CREDIT HOURS:** (3)
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** NA
- F. **SEMESTER(S) OFFERED:** Fall/Spring
- G. **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.
- H. **PRE-REQUISITES/CO-REQUISITES:**  
Pre-requisite(s): BSAD 100; ACCT 101 or ACCT 104 and completion of 45 credit hours.
- I. **GOALS (STUDENT LEARNING OUTCOMES):**  
By the end of this course, the student will be able to:

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>ISLO</u></b>
a. Describe the food and beverage industry and its sectors	3. Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
b. Identify and apply safety procedures in the food and beverage workplace.	3. Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
c. Examine, analyze and design menus, incorporating psychological, marketing and revenue considerations.	3. Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills ]
d. Identify federal regulations governing the food and beverage industry.	3. Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills
e. Develop a food and beverage operation plan to ensure profitability and curb shrinkage while maintaining sustainability.	2. Communications	1. Communications (W)
f. Analyze human resource issues in the food and beverage industry	3. Core Business Knowledge	5. Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes X No \_\_\_\_\_

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