



National Kaohsiung University of Hospitality and Tourism

International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 餐 飲 管 理 Food and Beverage
Management

Credit : 3

Course Hours : 3

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| Teaching Purpose | <p>Course Description: Food and beverage management course is designed to provide basic concept of food and beverage operations; the different types, concept and design of food and beverage outlets, Menu design and planning, Menu Engineering, Kitchen Operations, Purchasing and Receiving, Marketing and Food Safety. The course will also allow students to gain experience through projects, case studies, and improve upon their own abilities of critical thinking, problem solving, and industry issues.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none">- Identify and explain the different types of Food & Beverage Operations and the specific needs related to them.- Explain the difference between commercial and noncommercial food service operations, and describe examples of each- Understand the process and methodology involved in concept and design of a restaurant from physical layout, to equipment, to menus.- Comprehend and demonstrate the proper techniques used to layout, cost, and practice good cost control measures related to food and beverage menus.- Ability to prepare standard recipe, menu design and menu engineering.- Knowledge of Beverage & Bar Operations.- An Understanding of past, current, and future issues in the F&B Industry. |
| Course Content | <p>Course Requirements</p> <ul style="list-style-type: none">- Group project- Reading assignments and case studies- Active participation in class discussions- A midterm exam- A final exam <p>In addition to these assignments, students will be required to participate in class discussions regularly, keep up on assigned reading, and to complete in-class / take home assignments.</p> |



Note:

All work must be typed. Format used for written assignments is APA format and all assignments have to be uploaded to virtual campus. It is not required to bring a hard copy to class unless requested in advance.

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