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| <b>COURSE TITLE</b>   | <b>FOOD &amp; BEVERAGE SERVICE MANAGEMENT</b> |
| <b>COURSE CODE</b>    | <b>04MB0224</b>                               |
| <b>COURSE CREDITS</b> | <b>4</b>                                      |

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Evaluate F&B service areas and equipment in a hotel, focusing on layout, equipment selection, tool maintenance, and personnel requirements.
- 2 Apply various table service techniques and design menus for different meals and service settings. Manage food and room service operations, including beverage service, room service layout, and order flow.
- 3 Understand service management, customer segmentation, and retention strategies to meet customer expectations.
- 4 Integrate knowledge of F&B service, room service, and service management to enhance customer relationships and optimize processes.

**Pre-requisite of course:** Understanding of food and beverage types, preparation methods, and presentation. Familiarity with culinary terminology and basic kitchen operations.

#### Teaching and Examination Scheme

| <b>Theory Hours</b> | <b>Tutorial Hours</b> | <b>Practical Hours</b> | <b>ESE</b> | <b>IA</b> | <b>CSE</b> | <b>Viva</b> | <b>Term Work</b> |
|---------------------|-----------------------|------------------------|------------|-----------|------------|-------------|------------------|
| 4                   | 0                     | 0                      | 50         | 30        | 20         | 0           | 0                |

| <b>Contents : Unit</b> | <b>Topics</b>  | <b>Contact Hours</b> |
|------------------------|--|----------------------|
| 1                      | <b>F &amp; B Service Areas in a Hotel, F &amp; B Service Equipment &amp; Service Personnel</b><br>Restaurant, Coffee Shop, Room Service, Bars, Banquets, and other service areas in hotels: Overview of various food and beverage service areas within a hotel., Usage of Equipment, Criteria for Selection; Requirements, Quantity, and Types: Understanding the equipment used in F&B service, criteria for selection, and quantity and types required., Furniture, Linen, Chinaware, Silverware, Glassware, Disposables, Special Equipment, Other Equipment; Care and Maintenance: Managing and maintaining furniture, linens, chinaware, glassware, and other equipment in F&B service., Food and Beverage Service Organization; Job Descriptions; Job Specifications; Attitude and Attributes of a F&B Service Personnel: Organizational structure, job roles, attitudes, and attributes expected from F&B service personnel. | 15                   |

| <b>Contents :<br/>Unit</b> | <b>Topics</b>  | <b>Contact<br/>Hours</b> |
|----------------------------|--|--------------------------|
| 2                          | <b>Food and Beverage Service Methods, Types of Meals &amp; Types of Menu</b><br>Table Service (Silver, English, Family, American, Butler, French & Russian); Self Service (Buffet and Cafeteria); Specialized Service (Guerdon, Trolley, Tray, Lounge, Room); Single Point Service (Takeaways, Vending, Kiosks, Food Courts & Bars, Automats): Different methods of food and beverage service, types of meals, and menu styles., Breakfast, Brunch, Lunch, Hi-Tea, Dinner, Supper, Aliveness; Introduction, Cover, Menu & Service: Understanding different meal times and service styles, including menu planning and service etiquette. | 15                       |
| 3                          | <b>Food Services &amp; Room Service</b><br>Alcoholic & Non-Alcoholic Beverages: Managing and serving alcoholic and non-alcoholic beverages in F&B service., Types of Room Service: Different types of room service offered in hotels., Room Service Organization, Equipment & Layout, Room Service Task, Room Service Order Flow: Organizing room service operations, equipment requirements, task management, and order flow processes.   | 15                       |
| 4                          | <b>Introduction to Services Management, Customers and Relationships, Expectations and Satisfaction</b><br>Types of Service, Types of Service Processes, Concept: Overview of different types of services, service processes, and the concept of services management., Definition, Segmentation, and Retention of Customers: Defining customer segments and strategies for customer retention., Quality, Confidence, Quality Factors, Perceptions: Understanding service quality, building customer confidence, quality factors, and managing customer perceptions.   | 15                       |
| <b>Total Hours</b>         |  | <b>60</b>                |

**Textbook :**

- 1 Food and beverage training manual , Sudhir Andrews, McGraw Hill education , 2011
- 2 Food and beverage services , 2 R. Singaravelavan, Oxford University press, 2019

**References:**

- 1 Food and beverage service , Food and beverage service , Dennis Lilli crap, John cousins and Robert smith, Hodder Education, 2015

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

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| Distribution of Theory for course delivery |
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| <b>Remember / Knowledge</b> | <b>Understand</b> | <b>Apply</b> | <b>Analyze</b> | <b>Evaluate</b> | <b>Higher order Thinking / Creative</b> |
|-----------------------------|-------------------|--------------|----------------|-----------------|---|
| 10.00                       | 10.00             | 20.00        | 20.00          | 20.00           | 20.00                                   |

**Instructional Method:**

- 1 Practicals, Expert Sessions, Classroom Teaching