



Course Code:	2208HSL
Course Name:	International Food & Beverage Management
Trimester:	Trimester 3, 2018
Program:	Associate Degree in Commerce & Business
	Diploma of Hotel Management
Credit Points:	10
Course Coordinator:	Joseph Endres
Document modified:	24 September 2018

Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the “myTimetable” link.

Prerequisites

There are no prerequisites for this course

Brief Course Description

International Food and Beverage Management is a 10 Credit Point course within the Associate Degree in Commerce and Business. The course is situated within the second year of the program. The Associate Degree in Commerce and Business is designed to provide students with a pathway to:

- further university studies in Commerce, Business and related degrees or
- direct employment

International food and beverage management course attempts to prepare students in effectively managing operational aspects (i.e., product/service/process design, control and improvements) of food and beverage outlets commonly found in the large international hotels and resorts.

Rationale

In hotels and resorts the provision of food and beverages to their resident guests and non-resident guests play an integral part in providing the total hospitality. Indeed food and beverage operation within international hotels and resorts firstly makes significant economic contribution (i.e., increasing income and profitability) and secondly helps in building the business's reputation. The international food and beverage management course is a core course within the program.

Aims

The international food and beverage management course aims to develop students' operational and managerial skills in effectively managing food and beverages operations (i.e., product, service and processes) within an international hotel and resort. In addition, this course equips students with an up to date know how of food and beverage operations design and layout principles to ensure that the proposed outlet is market driven and financially viable.

Learning Outcomes

Upon successful completion of this course students will be able to...

1. Critically evaluate future trends affecting food and beverage operations;
 2. Demonstrate knowledge and understanding of international dining practices and their application in providing an authentic meal experience;
 3. Apply international design and layout principles in the food and beverage production and service areas;
 4. Critically evaluate international food and beverage production and service systems;
 5. Analyse food and beverage operational processes related to marketing, finance and total quality management.
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Texts and Supporting Materials

Course resources including lecture notes and supplementary resources will be available for downloading from the course notes section of the Griffith College portal.

Required Text (Either Edition is applicable):

- * Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I., (2018). Food and Beverage Management 6th Ed., London: Routledge.
- * Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I., (2012). Food and Beverage Management 5th Ed., London: Routledge.

Recommended References:

- * Birchfield, J. (2008). Design and Layout of Foodservice Facilities (3rd ed.), New Jersey: John Wiley & Sons.
- * Dopson, L., & Hayes, D. (2015). Food & Beverage Cost Control (6th ed.). New York: John Wiley & sons.
- * Katsigris, C., & Thomas, C. (2014). Design and Equipment for Restaurants and Food service - A Management View. 4th Ed. New Jersey: John Wiley & Sons.
- * McVety, P., Ware, B., & Ware, C. (2009). Fundamentals of Menu Planning. New York: John Wiley & sons.
- * Walker, J. (2014). The Restaurant: from Concept to Operation: New York: 7th Ed. John Wiley & Sons.

Journals:

- * The Cornell Hotel and Restaurant Administration Quarterly
 - * International Journal of Hospitality Management
 - * International Journal of Contemporary Hospitality Management
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Organisation and Teaching Strategies

Attendance:

Quizzes, assessed exercises and the demonstration component of the project can only be done within formal class time, you are required to attend all lectures and their nominated tutorial session every week.

Your attendance in class will be marked twice during a four hour class. To receive full attendance, you must be present in the classroom on both occasions. Therefore, you are encouraged to attend and participate in all classes throughout the semester.

Participation in Class

You are expected to actively participate in classes each week.

Consultant Times

Attendance during consultation times is optional but you are encouraged to use this extra help to improve your learning outcomes.

Course Materials

Lecture notes will be made available to you on the Learning@Griffith College site on the student portal and you are expected to print these out and bring them to each class so that extra notes can be added. A tutorial program will be available on the Learning@Griffith College site on the student portal. You are expected to print this out and bring to every tutorial.

Independent Learning

You are expected to reinforce your learning from class time by undertaking sufficient independent study {approximately 6 hours per week outside of class time} so that you can achieve the learning outcomes of the course. This may involve you spending time reviewing lecture notes and reviewing tutorial exercise.

Program Progression:

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.0 [please see Griffith College Policy Library - Program Progression Policy - for more information].

Content Schedule

Weekly Teaching Schedule

Week	Topic	Activity	Readings
1	Introduction to International F & B Management	Lecture	Chapter pp 1-9; pp 22-22, 6 th Ed. Chapter 1 pp. 1-11; pp.22-35, 5 th Ed.
		Tutorial	Introduction, team formation, assessment details
2	Concept development for an international F & B operation	Lecture	Chapter 2, Chapter 3, Chapter 5 pp. 99-107, 6 th Ed. Chapter 2 & Chapter 4. pp.102-118, 5 th Ed.
		Tutorial	Exercise 01, Assessment overview, assignment format and preparation
3	Menu & Wine list planning & design	Lecture	Chapter 6, 6 th Ed. Chapter 5, 5 th Ed.
		Tutorial	Reading 1, Assignment preparation
4	Food service area (restaurant) area design	Lecture	Chapter 5 pp. 107-118, 6 th Ed. Chapter 4 pp.118-128, 5 th Ed.
		Tutorial	Reading 2, Exercise 02, Restaurant Comparison due
5	Food production area planning & design	Lecture	Chapter 5 pp. 107-118, 6 th Ed. Chapter 4 pp. 118-128, 5 th Ed.
		Tutorial	Reading 3, Exercise 03, Proposal preparation
6	Quality management practices in F & B operations	Tutorial	Exercise 04, Tutorial Field Trip Due, Proposal preparation
		Lecture	Chapter 12, 6 th Ed. Chapter 11, 5 th Ed.
7	Food production and service systems	Tutorial	Exercise 05, Proposal preparation
		Lecture	Chapter 8, 6 th Ed. Chapter 7, 5 th Ed.
8	F & B control systems	Lecture	Chapter 9, except Menu Engineering pp. 266-269, 6 th Ed. Chapter 8, except Menu Engineering pp. 268-270, 5 th Ed.
		Tutorial	Proposal preparation

9	F & B purchasing systems	Lecture	Chapter 7, 6 th Ed. Chapter 6, 5 th Ed.
		Tutorial	Exercise 06, Exam Preparation
10	Menu and Wine list evaluation	Lecture	Chapter 9, pp. 266-269, 6 th Ed. Chapter 8, pp. 268-270, 5 th Ed.
		Tutorial	Exercise 07, Exam Preparation
11		Tutorial	Reading 4, Exercise 08, Exercise 9, Restaurant Proposal Feedback
	F&B Marketing and Role of F&B Manager	Lecture	Chapter 11, Chapter 1 pp. 9-20; Chapter 13, 6 th Ed. Chapter 10, Chapter 1, pp. 11-22; Chapter 12, 5 th Ed.
12	Revision, exam briefing	Lecture	Revision
		Tutorial	Restaurant Proposal Feedback

Assessment

This section sets out the assessment requirements for this course.

Summary of Assessment

Item	Assessment Task	Weighting	Relevant Learning Outcomes	Due Date
1	Tutorial exercises and participation	10%	1,2,3,4	Wks 1 - 12
2	Restaurant field trip and review	10%	1,2,4	Wk 6
3	Review of hotel/resort F&B operation	10%	1,2	Wk 4
4	Restaurant proposal	30%	2,3,4	Wk 9
5	Final Exam	40%	1,4,5	Exam Period

Assessment Details

1. The **tutorial participation** (10%) aims to extend your understanding of the course material delivered in lectures and develop your ability to solve and discuss a wide range of tutorial exercises as well as provide an opportunity for on the spot feedback to the tutor.

2. The **restaurant field trip and review** (10%) allows students to sample food and beverage in a table service restaurant. To review food and beverage menu items in regard to temperature, taste and appearance, service with respect to courteous, informative, prompt and efficient provision, and to make recommendations in regard to the overall experience from a guest perspective.

3. The **review of hotel/resort F & B operation** (10%) in teams encourages students to conduct an on-line search of 4 or 5 star hotel/resort F & B operation and then critique two individual F & B outlet's operation. The main aim of this piece of assessment is to develop students understanding of the intricacies involved in managing a hotel/resort F & B operation.

Students' involvement in the review of hotel's F & B operation will show their level of aptitude related to the Learning Outcomes 1 and 2. Moreover, this assessment activity underpins the development of effective written communication, information literacy, critical evaluation and working in a team.

4. The **group project** (30%) allows you to research and write on the aspects of food and beverage concept development. Your involvement in the group project will show your level of aptitude related to the Learning Outcomes 1, 2 & 3. Moreover, this assessment activity particularly underpins the development of the generic skills of effective written and oral communication, information literacy, critical evaluation and innovation skills.

5. The **final exam** (40%) assesses your individual mastery of the course content and its application to the food and beverage operations under controlled conditions. The exam paper will include short answer, calculations and brief discussion. Your involvement in the exam will reveal your level of aptitude related to the Learning Outcomes 1, 4 & 5.

Submission and Return of Assessment Items

Normally you will be able to collect your assignments in class within fourteen [14] days of the due date for submission of the assignment.

Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

Extensions

To apply for an extension of time for an assignment, you must submit an Application for Extension of Assignment form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. Griffith College Medical Certificate]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

Assessment Feedback

Marks awarded for assessment items will also be available on the on-line grades system on the Student Website within fourteen [14] days of the due date.

Generic Skills

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills	Taught	Practised	Assessed
Written Communication	Yes	Yes	Yes
Oral Communication	Yes	Yes	Yes
Information Literacy	Yes	Yes	Yes
Secondary Research		Yes	Yes
Critical and Innovative Thinking	Yes	Yes	Yes
Academic Integrity	Yes	Yes	Yes
Self-Directed Learning	Yes	Yes	Yes
Team Work	Yes	Yes	Yes
Cultural Intelligence	Yes	Yes	Yes
English Language Proficiency	Yes	Yes	Yes

Additional Course Generic Skills

Specific Skills	Taught	Practised	Assessed
Work Autonomously	Yes	Yes	Yes

Additional Course Information

In addition to formal contact hours, you are provided with extra support through individual consultation with teaching staff, tutorials in English language, and self-access computer laboratories.

Academic Integrity

Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

Please ensure that you are familiar with the [Griffith College Academic Integrity Policy](#); this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Academic Integrity Policy on the Griffith College website – Policy Library.

Risk Assessment Statement

There are no out of the ordinary risks associated with this course.

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