

DEREE COLLEGE SYLLABUS FOR: HT 3041 The Management of the Food Business		3/0/3		
(New course: Fall 2026)		UK LEVEL: 5 UK CREDITS: 15		
PREREQUISITES:	None			
CATALOG DESCRIPTION:	Structured overview of the food business lifecycle. Coverage from concept development and feasibility through operations, financing, procurement, forecasting, staffing, and marketing. Emphasis on contemporary food business management trends, site analysis, competitive strategy, and critical success factors.			
RATIONALE:	The Management of Food Business course addresses a critical need in hospitality and business education by equipping students with the strategic and operational competencies essential for success in a rapidly evolving industry. The course fosters analytical thinking, market responsiveness, and innovation, enabling students to navigate the full lifecycle of food enterprises. In an era shaped by globalization, digital transformation, and sustainability imperatives, this course prepares future professionals to lead effectively and adapt to emerging challenges in the food service sector.			
LEARNING OUTCOMES:	<i>As a result of taking this course, the student should be able to:</i> 1. Analyze the prevailing social, economic, technological, and legal factors that affect growth and change in the management of the food business. 2. Evaluate the comprehensive lifecycle of food service enterprises, including concept development, feasibility analysis, financial planning, procurement, staffing, and operational management. 3. Assess market dynamics through site evaluation, competitive positioning, and trend forecasting in food and beverage. 4. Design strategic operational plans aligned with industry best practices and success factors			
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions, including guest lectures and site visits. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exams • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.			
ASSESSMENT:	Summative: <table><tr><td>1st assessment: 60’ in-class essay exam (midterm)</td><td>30%</td></tr></table>		1 st assessment: 60’ in-class essay exam (midterm)	30%
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	<table><tr><td>2nd assessment (final assessment): Business report with in-class presentation of a real case (live assessment, group project and group presentation)</td><td>70%</td></tr></table> Formative: <table><tr><td>Case studies, diagnostic tests, in-class group and individual activities</td><td>0</td></tr></table> The relevant formative assessments aim to prepare students for the summative assessments. The 1st summative assessment tests Learning Outcome 1 The 2nd summative assessment tests Learning Outcomes 1, 2, 3 and 4 The final grade for this module will be determined by averaging all summative assessment grades, based on the predetermined weights for each assessment. For grade averaging students must attempt all assessments. If students pass the comprehensive assessment that tests all Learning Outcomes for this module and the average grade for this module is 40 or higher, students are not required to resit any failed assessments. For grade averaging to apply, students have to attend all assessment components.	2 nd assessment (final assessment): Business report with in-class presentation of a real case (live assessment, group project and group presentation)	70%	Case studies, diagnostic tests, in-class group and individual activities	0
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INDICATIVE READING:	REQUIRED READING: Reynolds, D.R. & McClusky, K.W. Foodservice Management Fundamentals, Wiley (latest edition). RECOMMENDED READING: Other sources, including journal and newspapers’ articles, research papers etc. recommended by the instructor throughout the semester.				
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A				
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.				
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS				
WWW RESOURCES:	www.slowfood.com https://restaurant.org/ https://www.worldgastronomy.org https://intergastronom.com/en https://igcat.org https://worldchefs.org https://www.socialgastronomy.org https://www.worldfoodtravel.org https://www.untourism.int/gastronomy https://citiesofgastronomy.com				
INDICATIVE CONTENT:	1. The food service industry 2. The food service business 3. The Menu 4. Planning and Development				

	5. Standardization 6. Pricing 7. The Food Service Operation 8. Facilities Planning 9. Food safety and facilities sanitation 10. Food Supply Chain Management 11. Operations Management and Customer Service in the Food Industry 12. Management Functions in the Food Industry 13. The Beverage Industry 14. The Future of the Foodservice Industry
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