

DEREE COLLEGE SYLLABUS FOR:		US CREDITS: 3/0/3
HT 3118 – FOOD AND BEVERAGE MANAGEMENT – LEVEL 5		UK CREDITS: 15
(Spring 2015)		
PREREQUISITES:	HT 1001 Introduction to the Tourism and Hospitality Industry	
CATALOG DESCRIPTION:	Managerial aspects and operational requirements in the food and beverage (F&B) sector. The role of food as an element of hospitality around countries and cultures of the world.	
RATIONALE:	This course aims at developing students' understanding of the structure, functions and processes of foodservice organizations. It examines the importance of foodservice operations as a systems function. It discusses the influence of social, economic, technological, and political factors on food and beverage operations. It relates the impact of F&B management to the hospitality industry, and it illustrates the importance of monitoring culinary trends for the revenue structure of the F&B organization. It also includes terminology, the knowledge of which is crucial for the specific sector.	
LEARNING OUTCOMES:	<p>As a result of taking this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Analyse the prevailing social, economic, technological and political factors that affect growth and change in the foodservice industry and shape culinary trends. 2. Apply a systems approach in analysing the management functions and processes of food and beverage organisations. 3. Examine the challenges and opportunities involved in the management of food and beverage organisations, including potential opportunities stemming from contemporary culinary trends. 	
METHOD OF TEACHING AND LEARNING:	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➤ Individual term paper: An analysis of a contemporary topic in F&B management, requiring extensive use of literature and theory resources. ➤ Site visit to at least one foodservice unit, during which students receive a guided tour of all F&B operations. ➤ Analysis and discussion of short F&B management cases. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material ➤ Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources. 	

ASSESSMENT:	<table><tr><td>In-class, 1-hour, "diagnostic" test, assignments - formative</td><td>0</td><td>Short essay and numerical problems, case studies</td></tr><tr><td>Midterm examination (1-hour comprehensive) - summative</td><td>40</td><td>Essay-type (one question)</td></tr><tr><td>Written paper - summative</td><td>60</td><td>Individual, 2,500-3,000 words</td></tr></table> <p>The formative assessments aim to prepare students for the examination. The midterm examination tests Learning Outcomes: 1 and 2 The term paper tests Learning Outcomes: 1, 2 and 3.</p>	In-class, 1-hour, "diagnostic" test, assignments - formative	0	Short essay and numerical problems, case studies	Midterm examination (1-hour comprehensive) - summative	40	Essay-type (one question)	Written paper - summative	60	Individual, 2,500-3,000 words
In-class, 1-hour, "diagnostic" test, assignments - formative	0	Short essay and numerical problems, case studies								
Midterm examination (1-hour comprehensive) - summative	40	Essay-type (one question)								
Written paper - summative	60	Individual, 2,500-3,000 words								
INDICATIVE READING:	REQUIRED MATERIAL: <ul style="list-style-type: none">Payne-Palacio, J. and Theis, M. (2015) <i>Introduction to Foodservice</i>, Harlow: Pearson Higher Education (or latest edition).									
	RECOMMENDED READING: <p>A. BOOKS</p> <ul style="list-style-type: none">Davis, B., Lockwood, A., Alcott, P., Pantelidis, I., (2012) <i>Food and Beverage Management</i>, London: Routledge.Gregoire, M. B and Spears, M. C., (2007) <i>Foodservice organizations; a managerial and systems approach</i>, Harlow: Pearson.Heyman, A. P. (2011) <i>International Cooking: A Culinary Journey</i>, Harlow: Prentice Hall <p>B. ARTICLES</p> <ul style="list-style-type: none">Beer, C. L., Ottenbacher, M. C., & Harrington, R. J. (2012). "Food Tourism Implementation in the Black Forest Destination." <i>Journal of Culinary Science & Technology</i>, 10(2), 106-128.Dawson, D., Fountain, J., & Cohen, D. A. (2011). "Seasonality and the Lifestyle "Conundrum": An Analysis of Lifestyle Entrepreneurship in Wine Tourism Regions." <i>Asia Pacific Journal of Tourism Research</i>, 16(5), 551-572.DiPietro, R. B., Crews, T. B., Gustafson, C., & Strick, S. (2012). "The Use of Social Networking Sites in the Restaurant Industry: Best Practices." <i>Journal of Foodservice Business Research</i>, 15(3), 265-284.Harrington, R. J., Ottenbacher, M. C., & Way, K. A. (2013). "QSR Choice: Key Restaurant Attributes and the Roles of Gender, Age and Dining Frequency." <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 14(1), 81-100.Hubbard, K. W., Mandabach, K. H., McDowall, S., & VanLeeuwen, D. M. (2012). "Perceptions of Quality, Satisfaction, Loyalty, and Approximate Spending at an American Wine Festival." <i>Journal of Culinary Science & Technology</i>, 10(4), 337-351.Jinkyung, C., & Silkes, C. (2010). "Measuring Customer Wine Satisfaction When Dining at a Restaurant." <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 11(2), 132-146.									

	<ul style="list-style-type: none"> • Mason, M. C. and Paggiaro, A. (2009) “Celebrating local products: The role of food events”, <i>Journal of Foodservice Business Research</i>, 12(4), 364-383. • Mason, MC & Paggiaro, A (2012) Investigating the role of festivalscape in culinary tourism: the case of food and wine events. <i>Tourism Management</i> No.33, pp.1329-1336 • Mikkelsen, B. E., & Sylvest, J. (2012). “Organic Foods on the Public Plate: Technical Challenge or Organizational Change?” <i>Journal of Foodservice Business Research</i>, 15(1), 64-83. • Mkono, M. (2013). “Augmenting Foodservice Experiences through Cultural Eatertainment at Tourist Destinations.” <i>Journal of Foodservice Business Research</i>, 16(1), 40-51. • Sharma, A., Sneed, J., & Beattie, S. (2012). “Willingness to Pay for Safer Foods in Foodservice Establishments.” <i>Journal of Foodservice Business Research</i>, 15(1), 101-116. • Stavrinoudis, T. A., Tsartas, P., & Chatzidakis, G. (2012). “Study of the major supply factors and business choices affecting the growth rate of wine tourism in Greece.” <i>Current Issues In Tourism</i>, 15(7), 627-647. • Wei, Y., & Huang, Y. (2013). “The Impact of Food Quality on Foodservice Satisfaction at International Conferences.” <i>Journal of Convention & Event Tourism</i>, 14(3), 252-269.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A
COMMUNICATION REQUIREMENTS:	Written case analysis submitted using proper professional English.
SOFTWARE REQUIREMENTS:	Blackboard, MS Office, search engines
WWW RESOURCES:	www.world-tourism.org www.ttra.com/publications/01pub.html www.geog.nau.edu//igustgort.ucsd.edu/newjorla/msg03066.html www.elsevier.com/inca/publications/store/3/0/4/7/2/30472/pub.html
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Overview of food and beverage sector 2. The systems approach in foodservice operations 3. The F&B organization’s managerial functions 4. Culinary trends and resulting challenges for F&B management. 5. Food festivals: impacts and constrains in F&B management 6. Geographical indications, appellation of origin and implications for F&B management