

Prepared by the Department of Business

Date of Departmental Approval: February 2, 2017

Date Approved by Curriculum and Programs: February 22, 2017

Effective: Fall 2017

**1. Course Number: HRM 130**

**Course Title: Food and Beverage Management**

**2. Description:** This course covers the essentials of food and beverage controls. An awareness of management objectives is developed through the examination of organizational structures of food service. Students study specific topics such as menu pricing, break-even analysis, and cost-volume-profit theory. Emphasis is placed on forecasting and achieving profitability.

**3. Student Learning Outcomes:**

Upon successful completion of this course, students are able to do the following:

- Identify commercial and non-commercial food service operations
- Identify full service and limited service food service operations
- Develop and analyze a variety of menu types in terms of purchasing and use standards of purchasing specifications in analyzing menus
- Use a Profit and Loss Statement to determine prime costs: food, beverage and labor
- Track food/beverages from purchasing through the production and sales stage, with emphasis on determining yield, food cost percent and profitability.
- Prepare a month-end inventory to determine food, beverage and labor costs
- List and explain the methods of cooking, including dry heat and moist heat
- List and explain cooking procedures like baking, broiling, frying, sautéing, etc.
- Prepare a "project menu", including purchasing specifications, recipes and cooking procedures, and food cost for each menu item.
- Define and explain menu mix, product/service mix, and average check
- Demonstrate the basic financial planning and control techniques found in the food and beverage industry.
- Demonstrate decision making based upon quantitative data including cost/volume/profit analysis and break even analysis.
- Prepare budgets for sales volume and cost analysis in food and beverage oriented business applications.
- Manage working capital to purchase and pay for products and services and requisite in a variety of food and beverage settings.
- State the purpose of the Americans with Disabilities Act (ADA) and briefly describe how Title III of the Act affects lodging and food service establishments
- Identify the general state restrictions typically placed on food service operation and on operations licensed to sell alcohol for on-premises consumption

**4. Credits:** 3 credits

**5. Satisfies General Education Requirement:** No.

**6. Prerequisite:** MAT020 (Prealgebra) or MAT025 (Pre-Algebra) and ENL025 (Reading & Writing Essentials) or satisfactory basic skills assessment score

**7. Semester Offered:** Spring

**8. Suggested General Guidelines for Evaluation:** Written and practical examinations, group projects, homework assignments, class participation and a written research project.

**9. General Topical Outline (Optional):** See attached

## HRM130. Food and Beverage Management Content Outline

- I. Class Introduction
- II. Food service classifications
  - A. Non-commercial food services-not open to the public
    - a. Hospitals
    - b. Prisons
    - c. Schools, college, universities
    - d. Business and industry
  - B. Commercial food services-open to the public
    - a. Restaurant types
      - i. Limited service
        - 1. fast food, quick service, family
      - ii. Full service
        - 1. theme, ethnic, fine dining
  - C. Management Concepts and Decision Making
  - D. Components of Management
    - a. Planning
    - b. Organizing
    - c. Implementing/Leading
    - d. Controlling
  - E. Management Decision Making
    - a. The Organization Chart
      - i. Authority and responsibility
      - ii. Delegation
    - b. Decision making and financial accounting data
    - c. Decision making and managerial accounting data
- III. The Control Process
  - A. Using the menu as the key management tool
    - a. The six M's of management
      - i. markets, methods, manpower, material, money, machinery
  - B. Food Production Control
  - C. Beverage Production Control
  - D. Controlling Payroll Costs
- IV. Food Service Income and Expense Report Analysis
  - A. Food Cost/Food Cost Percentage
    - a. Ordering, receiving, storage and production
  - B. Beverage Cost/Beverage Cost Percentage
    - a. Ordering, receiving, storage and production
  - C. Labor Cost/Labor Cost percentage
    - a. Scheduling analysis
    - b. Measuring performance; effectiveness and efficiency
- V. Quantitative Decision Making
  - a. Purchasing standards for food and beverage
  - b. Recipe pricing and menu pricing for food and beverage
    - i. projected versus actual
  - c. The importance of contribution margin
  - d. Invoice control and bill payment
  - d. Using the Menu Mix for decision making
- VI. Building sales
  - A. Sales analysis
  - B. Suggestive selling techniques
  - C. Guest check analysis

- VII. Legal issues in food service
  - A. Truth in menu laws
  - B. Food and liquor liability
  - C. Special event liability
  - D. Staffing issues including
    - a. Workman's Compensation
    - b. ADA and EEO hiring and employment issues
  - E. Contracts-The Franchising process for food services
  
- VIII. Marketing your food service operation
  - A. Customer analysis and target marketing
  - B. Advertising, publicity and public relations
  - C. Using the menu as a marketing tool
  
- IX. Developing and implement a "Guest Service" Program