FOOD AND BEVERAGE MANAGEMENT

COURSE OUTLINE

Responsible: Georgios Apladas

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Business Administration and Tourism		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0800.6.020.0	**SEMESTER**	Winter/Spring
COURSE TITLE	Food and Beverage Management		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	0	6
Total	**0**	**6**

COURSE TYPE general background, special background, specialised general knowledge, skills development	
PREREQUISITE COURSES	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English) — Both Winter and Spring Semesters
COURSE WEBSITE (URL)	https://eclass.hmu.gr/courses/BAT295/

2. LEARNING OUTCOMES

Learning outcomes

Upon successful completion of the course, students are expected to be able to:

1. Demonstrate general knowledge of the origins and development of food service in hotels, restaurants, and institutions.
2. Describe the economic impact of the Food and Beverage industry.
3. Distinguish between commercial and institutional food service operations.
4. Identify trends that are likely to affect the food service industry in the coming years.
5. Identify a range of managerial, production, and service positions commonly found in the food service industry and describe their roles in the provision of Food and Beverage services.
6. Describe managerial responsibilities related to food service operations, including menu planning, purchasing, storage, food preparation, and recipe development.
7. Identify and explain the stages involved in menu planning and menu design.
8. Explain the importance and role of marketing in the Food and Beverage industry.
9. Identify the main functions and fundamental principles of Food and Beverage production.
10. Identify and describe the four main types of table service, as well as at least two additional categories of food service.
11. Understand and review the fundamental principles of Food and Beverage Management and Control.
12. Describe the appropriate sanitation, hygiene, and safety procedures and techniques applied in the Food and

Beverage industry.

General Competences

The main objectives of the course are:

- To prepare students to address the challenges associated with the Food and Beverage industry.
- To provide students with a fundamental understanding of the Food and Beverage industry through:
  - an analysis of its growth and development,
  - an examination of its organizational structure,
  - an exploration of its relationship with other hotel departments,
  - a focus on career opportunities and future industry trends.

3. SYLLABUS

Course Content – 13 Weeks

Week 1: Introduction to the Food and Beverage Industry

- Definition and scope of Food and Beverage Management
- Historical development of food service operations
- Main sectors of the Food and Beverage industry
- Commercial and institutional food service operations
- Current characteristics of the global Food and Beverage industry
- Career opportunities in Food and Beverage Management

Week 2: Organization of the Food and Beverage Department

- Organizational structure of the Food and Beverage department
- Roles and responsibilities of Food and Beverage managers
- Main operational departments:
  - Restaurants
  - Bars
  - Banqueting
  - Room service
  - Kitchen operations
  - Stewarding
- Coordination with front office, housekeeping, sales, marketing, and finance
- Internal communication and departmental cooperation

Week 3: Types of Food and Beverage Operations

- Hotels and resorts
- Independent restaurants
- Fast-food and quick-service restaurants
- Cafes, bars, and entertainment venues
- Contract and institutional catering
- Event and banquet catering
- Airline, cruise, hospital, school, and workplace catering
- Comparison of service concepts and operating models

Week 4: Menu Planning and Menu Design

- Objectives and functions of a menu
- Types of menus:
  - A la carte
  - Table d’hote
  - Set menu
  - Buffet menu
  - Cyclical menu
  - Tasting menu
- Factors affecting menu planning
- Nutritional, operational, cultural, and financial considerations
- Menu layout and design
- Menu descriptions and presentation
- Introduction to menu engineering

Week 5: Purchasing and Supplier Management

- Purchasing procedures and purchasing policies
- Product specifications
- Supplier selection and evaluation
- Requesting and comparing quotations
- Local, seasonal, and sustainable sourcing
- Ethical purchasing practices
- Receiving procedures and quality control
- Supplier relationship management

Week 6: Receiving, Storage, and Inventory Control

- Receiving procedures and documentation
- Inspection of quantity, quality, and condition
- Storage areas and storage requirements
- Dry, refrigerated, and frozen storage
- Stock rotation methods
- FIFO and FEFO systems
- Inventory records and stocktaking
- Par stock levels and reorder points
- Prevention of waste, theft, and spoilage

Week 7: Food Production Management

- Organization of kitchen operations
- Kitchen hierarchy and staff responsibilities
- Food production systems
- Recipe standardization
- Portion control
- Production planning and forecasting
- Kitchen workflow and equipment
- Coordination between kitchen and service staff
- Productivity and operational efficiency

Week 8: Food and Beverage Service Methods

- Principles of professional food service
- Types of table service:
  - American service
  - English service
  - French service
  - Russian service
- Buffet and self-service operations
- Counter and takeaway service
- Room service
- Banquet service
- Service sequence and standards
- Mise en place and preparation of the dining area

Week 9: Beverage Management

- Classification of alcoholic and non-alcoholic beverages
- Wine, beer, spirits, cocktails, coffee, tea, and soft drinks
- Bar organization and bar equipment
- Beverage purchasing and storage
- Beverage service procedures
- Introduction to wine service and food pairing
- Responsible alcohol service
- Beverage cost control
- Current trends in beverage consumption

Week 10: Food and Beverage Cost Control

- Importance of cost control
- Food cost and beverage cost calculations
- Standard recipe costing
- Portion cost and selling price
- Gross profit and contribution margin
- Budgeting and forecasting
- Sales analysis
- Labour cost control
- Waste control
- Break-even analysis
- Key performance indicators in Food and Beverage operations

Week 11: Hygiene, Food Safety, and Risk Management

- Personal hygiene standards
- Food contamination and foodborne illnesses
- Safe food handling procedures
- Temperature control
- Cleaning and sanitation programmes
- Allergen management
- Introduction to HACCP principles
- Occupational health and safety

- Emergency procedures
- Compliance with food safety legislation

Week 12: Food and Beverage Marketing and Customer Experience

- Role of marketing in Food and Beverage operations
- Market segmentation and target markets
- Branding and concept development
- Pricing strategies
- Promotion and digital marketing
- Social media and online reviews
- Customer expectations and service quality
- Complaint handling and service recovery
- Customer satisfaction and loyalty
- Creating memorable dining experiences

Week 13: Sustainability, Innovation, and Future Trends

- Sustainable Food and Beverage operations
- Food waste prevention and management
- Energy and water efficiency
- Reduction of single-use plastics
- Local and organic food sourcing
- Plant-based and health-conscious menus
- Technology in Food and Beverage Management
- Digital menus, mobile ordering, and automated systems
- Artificial intelligence and data analytics
- Future trends and challenges in the Food and Beverage industry
- Course review and student presentations

Indicative Practical Activities

Throughout the course, students may participate in:

- Menu planning and menu design exercises
- Recipe costing activities
- Supplier evaluation exercises
- Food and beverage cost calculations
- Restaurant and hotel case studies
- Service simulations
- Complaint-handling role plays
- Group projects
- Industry visits
- Guest lectures from Food and Beverage professionals
- Development of a Food and Beverage business concept
- Final group presentation

Teaching Methods

The course is delivered primarily through distance learning. Teaching is supported by lectures, presentations, case studies, online discussions, and practical activities related to Food and Beverage Management.

Students are expected to study independently and make use of relevant academic literature, professional

publications, and reliable online sources. They are also encouraged to use the printed and electronic resources available through the University Library.

Active participation, critical thinking, and the connection of theoretical knowledge with real examples from the Food and Beverage industry are strongly encouraged throughout the course.

Assessment Method

At the end of the semester, each student is required to submit an individual written assignment. The assignment must follow specific academic, structural, and formatting requirements established by the course instructor.

The topic, length, submission procedure, use of references, citation style, and evaluation criteria will be communicated to students in advance.

In addition to submitting the written assignment, each student must present their work before the instructor and the class. The presentation aims to demonstrate that the assignment has been independently prepared by the student and that they have understood the subject they have examined.

Following the presentation, the student will be required to answer relevant questions concerning the content, methodology, sources, findings, and conclusions of the assignment.

The final assessment may take into account:

- The quality and structure of the written assignment
- The appropriate use of academic and professional sources
- The accuracy of citations and references
- The student's critical analysis and understanding of the topic
- The practical application of Food and Beverage Management concepts
- The quality and clarity of the oral presentation
- The student's ability to answer questions and support their arguments
- Compliance with the instructions and submission requirements set by the instructor

4. TEACHING and LEARNING METHODS - EVALUATION	
DELIVERY Face-to-face, Distance learning, etc.	Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	The course is delivered primarily through distance learning. Teaching is supported by lectures, presentations, case studies, online discussions, and practical activities related to Food and Beverage Management. Students are expected to study independently and make use of relevant academic literature, professional publications, and reliable online sources. They are also encouraged to use the printed and electronic resources available through the University Library. Active participation, critical thinking, and the connection of theoretical knowledge with real examples from the Food and Beverage industry are strongly encouraged throughout the course.

TEACHING METHODS The manner and methods of teaching are described in detail.	<table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>Instructions: A limit of 3500 works per coursework applies (excluding references, endnotes, tables, figures etc). The usual discrepancy rule of 10% each way applies, but any paper short or in excess of the 10% threshold will be penalised. Please make sure that you consult the relevant literature. Make sure that you use the library facilities (electronic) available at HMU Crete's library or any other electronic database you feel comfortable with. The literature has to be fairly up-to-date and accurately referenced. Any coursework that shows very little effort to engage with the literature, or uses exclusively material written in home language will be marked down (and potentially fail) The deadline for both assignments is the 15June 2026. However, you can submit it earlier. Submission of BOTH electronic and hard copies to my office please. Failure to adhere to this rule will automatically fail you!!!</td><td></td></tr><tr><td>Course total</td><td></td></tr></table>
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	At the end of the semester, each student is required to submit an individual written assignment. The assignment must follow specific academic, structural, and formatting requirements established by the course instructor. The topic, length, submission procedure, use of references, citation style, and evaluation criteria will be communicated to students in advance. In addition to submitting the written assignment, each student must present their work before the instructor and the class. The presentation aims to demonstrate that the assignment has been independently prepared by the student and that they have understood the subject they have examined. Following the presentation, the student will be required to answer relevant questions concerning the content, methodology, sources, findings, and conclusions of the assignment. The final assessment may take into account: • The quality and structure of the written assignment • The appropriate use of academic and professional sources • The accuracy of citations and references • The student's critical analysis and understanding of the topic • The practical application of Food and Beverage Management concepts • The quality and clarity of the oral presentation • The student's ability to answer questions and support their arguments • Compliance with the instructions and submission requirements set by the instructor

5. ATTACHED BIBLIOGRAPHY

You can choose one of them

Indicative Reading

1. www.professionalchef.com/...B**CostControl**

2. https://quizlet.com/.../**manage**first-**cost**-**cont**...
3. https://quizlet.com/.../**cost**-**control**-flash-car.
4. www.flexstudy.com/catalog/schpdf.cfm?...
5. www.csun.edu/~hcbus012/.../chapter08.do
6. www.orms-today.org/orms.../**budgets**ide.ht
7. www.nxtbook.com/.../ahla/.../index.php
8. www.cpp.edu/.../planning%20a%20**menu**
9. www.keiabroad.org/.../Food%20and%20B.
10. www.slideshare.net/.../**menu**-the-**foundatio**
11. Alamsyah, D., Othman, N., Bakri, M., Udjaja, Y., & Aryanto, R. (2021). Green awareness through environmental knowledge and perceived quality. *Management Science Letters*, 11(1), 271–280. https://doi.org/ 10.5267/j.msl.2020.8.006
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19. Kim, D. Y., & Park, S. (2020). Rethinking millennials: How are they shaping the tourism industry? *Asia Pacific Journal of Tourism Research*, 25(1), 1–2. https://doi.org/10.1080/10941665.2019.1667607
20. Lavuri, R. (2021). Extending the theory of planned behavior: Factors fostering millennials intention to purchase eco-sustainable products in an emerging market. *Journal of Environmental Planning and Management*, 1–23. https://doi.org/10.1080/09640568.2021.1933925
21. Lin, S. T., & Niu, H. J. (2018). Green consumption: Environmental knowledge, environmental consciousness, social norms, and purchasing behavior. *Business Strategy and the Environment*, 27(8), 1679–1688. https://doi.org/10.1002/bse.2233
22. Rizomyliotis, I., Poulis, A., Konstantoulaki, K., & Giovanis, A. (2021). Sustaining brand loyalty: The moderating role of green consumption values. *Business Strategy and the Environment*, 30(7), 3025–3039. https://doi.org/10.1002/bse.2786
23. Sarkis, J., Zhu, Q., & Lai, K. H. (2011). An organizational theoretic review of green supply chain management literature. *International journal of production economics*, *130*(1), 1-15.
24. Srivastava, S. K. (2007). Green supply?chain management: a state?of?the?art literature review. *International journal of management reviews*, *9*(1), 53-80.
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