

Module Descriptor Definitive Document

Module Code	HTMD06
Version	(completed by QASU)
Module Title	International Food and Beverage Management
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	101017
Academic Level (FHEQ)	5
Study Period	2
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- Characteristics of the industry which influence the manner in which international food and beverage operations are managed, e.g. casualisation, labour issues and human resource management, customer perceptions, quality issues.
- The application of systems thinking to the management of food and beverage and the importance of the menu and wine list as marketing tools.
- The importance of developing a consumer-product relationship as dynamic, organic and continuous. e.g. trends and developments that influence dining out to an increasingly more aware and discerning customer.
- The appraisal of a food and beverage operation to involve individual consideration of a range of operational variables and the consideration of the operation as a whole in order to provide a basis for making strategic management decisions within the international marketplace.
- Media influenced changes in the consumption of wine, food and how these impacts upon how the effectiveness and speed with which managers of food and beverages respond to consumer demand and change.
- The need for effective organisational structures in order to provide a consistent management of food and beverage operations within the profit orientated and cost provision sectors of the hospitality industry. e.g. staffing profiles, company objectives, financial imperatives and individual and team tensions.

Teaching and Learning Experience

Lectures

Seminars

Guest Speaker

Industry Visits

1-2-1 tutorials

Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Assess and evaluate current issues which are influencing types of food and beverage provision and consumer demand and managerial responses to them.
2. Analyse and discuss the consumer product relationship as a process in order to understand and effect its successful development and adaptation.
3. Evaluate techniques of measuring and appraising the performance of food and beverage operations and consider and apply approaches to strategic decision making.
4. Evaluate the role of planning, implementation and management of food and beverage provision within the different sectors of the international hospitality industry.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Coursework	50%	1, 2
Panel Debate	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts:

Bernard Davis, Andrew Lockwood, Peter Alcott, Ioannis Pantelidis, *Food and Beverage Management*, Routledge, 2018.

Cailein Gillespie, John Cousins, *European Gastronomy into the 21st Century*, Routledge, 2016. Ala`a Abukhalifeh, *Improving the Performance of Food and Beverage Department*, LAP LAMBERT Academic Publishing, 2014.

Lea R. Dopson, David K. Hayes, *Food and Beverage Cost Control*, Wiley, 2019.

Supplementary Texts:

John Cousins, Prof David Foskett, David Graham, *Food and Beverage Management*, Goodfellow Publishers, 2022.

Donald Sloan, Prue Leith, *Culinary Taste: Consumer Behaviour in the International Restaurant Sector*, Routledge, 2016.

Paul R. Dittmer; J. Desmond Keefe, *Principles of Food, Beverage and Labour Cost Controls*, Wiley, 2008